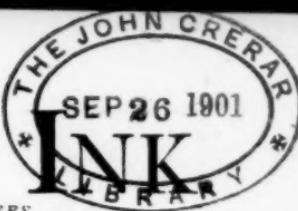


PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.



VOL. XXXVI. NEW YORK, SEPTEMBER 25, 1901. NO. 13.

FROM HONOLULU



"The Philadelphia Record is, first, an all-round newspaper then a home paper. A circulation the sun never sets on." --From the "Paradise of the Pacific," Honolulu.

We go to this editor and 185,000 other persons every day. Won't you go too and show goods?

Ten inches a week
for a year in the

PHILADELPHIA RECORD

costs you but \$32.18 a week.

Better go with us this fall.

American Newspaper Directory

Tells the circulations of all American Newspapers. Revised, corrected and reissued every three months. Sixteen hundred pages: Price Five Dollars a Volume or Twenty Dollars a Year. Latest edition issued September 3d.

We should hardly know how to get along without the American Newspaper Directory. We regard it by all odds the most complete and reliable guide that the advertiser can make use of; IN FACT, WE USE NO OTHER.—R. V. PIERCE, President World's Dis. Med. Ass'n, Buffalo, N. Y., July 24, 1901.

Every page of the American Newspaper Directory breathes the desire of its publishers that it shall be absolutely correct in every statement it makes.

Truly yours,
FRANK ROE BATCHELD,
Clerk of the Committee on
Banking and Currency, House of
Representatives, U. S. Washington, January 17, 1899.

A newly revised edition was issued September 3d.

PRICE FIVE DOLLARS.

Sent, carriage paid, on receipt of price. Address

Geo. P. Rowell & Co.,

Publishers AMERICAN NEWSPAPER DIRECTORY,

No. 10 Spruce St., New York, N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVI.

NEW YORK, SEPTEMBER 25, 1901.

No. 13.

THE HAWES THREE-DOLLAR HAT.

Three hundred thousand Hawes three-dollar hats were sold last year, and the cost of advertising them was somewhat less than one per cent of the gross proceeds they brought to their maker.

There is food for hard advertising thought in this.

"Five per cent of the gross receipts of a business" (saith a recent statistical sage) "is the average cost of advertising it." When advertising is put upon a footing with other legitimate expenses—insurance, rent, salaries, interest—five per cent is a reasonable figure. Many commodities are advertised at twice, thrice, four times, six times that ratio. Therefore, if a man can sell his product over an entire continent, bring his gross receipts near the million-dollar mark within three years and do it at a cost of less than one per cent, it follows that that man is making highly effective use of advertising. There must be virtue in advertising, for one thing, and that man must have an excellently planned scheme.

There is no doubt but advertising did it all. The American public, helped by a few Canadian, Mexican and Australian cousins, will buy over a million dollars' worth of Hawes' hats this year, without doubt. In 1893, when they were first put upon the market as a national commodity, less than 3,000 were sold. Sales ran along indifferently until two years ago, when Mr. Hawes established 500 agencies throughout the country, and began advertising his headwear in magazines. Now he has three retail stores on Broadway, one in Boston, and the Hawes hat bids fair to become one of the most popular of advertised commodities.

When asked for the story and

the methods of his advertising, he referred the querist to the Frank Seaman Agency, 874 Broadway, which plans and places all his publicity. Mr. W. R. Hines, speaking for Mr. Seaman, gave the following details:

"Mr. Hawes' appropriation, which was between \$5,000 and \$8,000 last year, is spent almost wholly with magazines. In our two years' experience of his advertising needs we have learned that almost any high-grade magazine will bring him better results than newspapers or other mediums. The reason is palpable enough. Advertising journals have lately reported a tendency among advertisers to abandon the magazines in favor of the big dailies. If the Hawes hat were sold as a mail order article or depended upon a limited community for patronage we should probably find the dailies a profitable proposition. But the bulk of the sales are made through his 500 agencies, scattered all over the United States, with a few in Canada, Mexico and Australia, and magazine circulations are spread over so wide a territory that our ads in them act as feeders for these agencies. We seldom use newspapers, except to announce new styles to patrons of the New York and Boston stores.

"The agencies do great quantities of newspaper advertising on their own account. We help them in this by furnishing a free electrotype with each order they send in. There are fifty of these electrotypes, ranging from one inch single-column to six inches double-column, and the demand for them shows that they are used extensively. We have, of course, no exact means of knowing what the returns from this publicity are, but they are certainly a large factor in the gross sales. The cuts are all strong and simple in design, with seldom above twenty or

thirty words of text. The phrases: "Profit by the experience of others—wear Hawes' hats," "You can pay five dollars for a hat and be no better satisfied than with a Hawes' for three," "From the factory to your head—one profit, one price, one quality," and so on, are used almost exclusively, and are quite as effective as longer arguments would be.

"Mr. Hawes placed his advertising in our hands two years ago. Sales began to grow from the outset, and the results have been such as to make him a firm believer in publicity. Last year we used full pages in *Leslie's Weekly* and *Judge* at intervals. Space the size of the regular magazine page in *Success* was a satisfactory 'puller.' We used double-page displays in the *Smart Set* and *McClure's*, as well as page and half-page spaces in *Pearson's*, *Munsey's*, the *Strand*, *Metropolitan* and *Outing*. These mediums were all used at the spring and autumn seasons, and all were profitable. We have made but one attempt to key ads. In the spring advertising of last season our ads contained a mail order proposition. Readers were requested to send three dollars and their waist measure for a hat, and the results, though coming from all the mediums used and not to be tabulated separately, assured us that the returns from the whole number fully justified our outlay. We have no reason to think that there was a weak medium in our list, and, as I say, we believe that any high-class magazine will bring business for the Hawes hat. Although this season's appropriation will be larger it will probably not exceed the ratio of one per cent. We have used the same magazines so far, with the addition of the *Youth's Companion* and the *Saturday Evening Post*. We are giving preference to quarter-pages on the back cover when they can be obtained. Mr. Hawes is of the opinion that this preferred space is equal to a full page in the body of the advertising section.

"Mr. Hawes prepares most of his copy and hands it over to us to be edited. We believe that the

maker of an article has knowledge of and ideas about his own ware that are better than those of an outsider. When the agent adds the finish and dress that will make them forcible it is possible to get better ads than either party could prepare alone.

"Yes, we read PRINTERS' INK up here, and think it a good journal to have about the office. It is certainly meatier and more authoritative than most of those which we see. We get inspiration from it. Do we think that it runs too much to theory? Why, no—theory is simply unreduced practice, be it ever so radical, and as soon as a man stops heeding it he stagnates." JAS. H. COLLINS.

NURSE YOUR ADVERTISING.

Govern your advertising as you would your child. When it is young feed it carefully and nurture it tenderly. About the only comfort you'll get out of it at this stage is thinking what it's going to be if it lives.

When it begins to creep keep your eye on it from morning to night. It'll get itself and you into serious trouble if you are not careful.

A little later when it walks alone you'll either have to keep a fatherly eye on it or hire a trained servant to do so. If you don't, it'll get into evil ways somehow.

Study it as it grows; don't let it get away from your influence a day. It'll begin to bring money into the family early if it's brought up rightly.

After it has passed its boyhood days you can lean upon it. Don't let it fall into its second childhood.

If it passes the teething, croup and measles period you can safely calculate upon its survival to a ripe old age—unless you starve it to death.—*Plain Talk*, Cleveland, Ohio.

STEREOTYPED ADVERTISING PHRASES.



"PUREST AND SWEETEST EMOULIENT."

You
Can not Reach
Readers of

The Sun

Through
Any other Daily
Publication.

Address
THE SUN, NEW YORK.

FOUR DENTISTS ON ADVERTISING.

I have had occasion recently to talk with four dentists on the subject of advertising. They are dentists of good professional standing; and while they may agree as to the best methods of treating the teeth, they all take separate and diverse roads when it comes to advertising.

Dentist Number One said he didn't believe in advertising at all. And yet he was perfectly willing to be addressed everywhere as "Dr." So-and-So, which in itself is good advertising. He did not taboo the newspapers which reported that Dr. So-and-So left on the noon train to attend the meeting of the National Dentists' Association—although this was free newspaper advertising. When I asked this dentist why he didn't buy a little newspaper space and give the people a series of talks on what he could do for them, he gave me an answer which practically meant: "It would lower my professional dignity and standing in the community."

Dentist Number Two goes a good ways beyond Dentist Number One. He believes in using newspaper space once in a while—and he does it. He believes in advertising fans and card counters and calendars and other novelties—and he sends out a good many of them every season. He believes in booklets—and he got out a good one not long ago.

This dentist has a very good run of patrons, and he tells me that his various advertising media often bring in direct results. It is safe enough, then, to decide that his is good advertising.

Number Three is a dentist who started in "on his dignity," with no advertising whatever. He is pursuing a different plan now—says he had to, or starve. To-day you will find his advertisements in all the local papers, and he is using liberal space, too. He has rigged up some unique signs in various parts of his rooms, inside and out, and has gotten out several cards and novelties in the way of printed matter. He be-

lieves that cut prices are going to turn the toothaching crowds his way, so he advertises cut prices whenever he gets a chance.

Now here is the proposition of Dentist Number Four—and it seems to me to be about the best of the bunch. He says:

"Give me the newspaper first, last and all time. I'd drop every other method of advertising before I would give that up. I am now using ads with cuts in the dailies and weeklies, and change them often. Hear from them? I should say I do! Why, lots of my patrons, from in town and out, refer to my ads and admit they were influenced by them to come.

"I believe also in booklets; here is my latest," and he passed me a neat little 3x4 brochure. "I always try to get these up so they will be so full of 'meat' or information that the recipients will be pretty sure to keep them for reference, or at least for a second reading. Novelties don't do much good, in my estimation, although I have gotten out a few at different times. Calendars are good, but the great trouble with them is the avalanche of other folks' calendars which mine are likely to get caught in. Calendars aren't distinctive enough advertising. Blotters are better; they get individual attention and seldom get into the waste-basket.

"I advertise in a few out-of-town weeklies to draw country patronage, and I think the plan has worked well. Another way I used a few years ago to gain the attention of the incoming suburbanite was to put wooden signs on the fences along the roads leading out of the city. I can't say, however, that these did any great amount of good. Direct returns could not be traced, at all events."

There is a good chance for conjecture as to which of these four dentists is pursuing the most profitable advertising method. As I said in the beginning, they all four are doing a good business.

FRED H. CLIFFORD.

EVERY ad printed adds a drop to the bucket of prestige provided the bucket does not leak.



**All Hands Point
TO THE
Minneapolis
Journal.**

**The Greatest Mail Order Proposition
in the Northwest.**

Its circulation Saturday night exceeds 50,000.

It is the Sunday paper for out-of-town readers. Papers printed Sunday do not reach the country until Monday.

**THE JOURNAL HOLDS
THE SUPREMACY IN ADVERTISING**

During June, 1901, the paid Wants carried by Minneapolis papers were as follows:

JOURNAL, Evening, 25 issues,	- - -	8,804
TIMES, Morning and 5 Sundays,	- - -	8,206
TRIBUNE, Morning, Evening and 5 Sundays,	8,189	

As the Journal is the leading Want "ad" medium in the Northwest it must be the best mail order medium in that section for advertisers.

C. J. BILLSON,
Manager Foreign Advertising Department,
Tribune Building, New York. Stock Exchange Building, Chicago.

A TRAIN TAKES ITS OWN PICTURE.

A BURLINGTON ROUTE TRAIN WHILE TRAVELING AT THE RATE OF SIXTY MILES AN HOUR TAKES ITS OWN PICTURE WITH THE AID OF ELECTRICITY AND A NOVEL MECHANICAL DEVICE.

During the past year we made several attempts to secure a really good photograph of our Chicago-Denver fast train, "The Burlington's Number One," but without being able to get the results we hoped for. Finally the work was put in charge of a young photographer named Allen Ayrault Green, of the University of Chicago. His experience in obtaining a first-class picture is best told in his own words, as follows:

"I was lately called upon to photograph the 'Burlington's Number One,' while it was running at full speed between Chicago and Denver. Thinking this was a simple task I set to work with my regular camera, but to my regret the first few pictures were utter failures. After some study as to the speed of trains and shutters, I determined these facts: Assuming the speed of the train to be sixty miles an hour, it is plain that five thousand two hundred and eighty feet would be covered in one minute or eighty-eight feet in one second; hence with a shutter working at one-hundredth part of a second, which is the speed of the best cameras, the train would move about ten and six-tenths inches during the interval of exposure, making a blur on the plate. I finally succeeded in devising a shutter which worked at a speed of one-thousandth part of a second. This speed was ten times as fast as before and allowed the train to move only a fraction over one inch, which would give quite a sharp picture, and on decreasing the angle at which the camera was set the movement on the plate was constantly reduced. But my troubles had not ceased. How could the thought of pressing the bulb of the camera at the proper time proceed from the brain and be transformed into voluntary action

in time to catch the train on the center of the plate, while the speed was eighty-eight feet in one second?

"After trusting to luck several times and meeting with but little success, I decided to employ electricity in the scheme, and finally completed a machine which was simple yet very efficient. The device comprised an electric switch, which when connected to the rail, closed the circuit on being struck by the engine. This switch communicated through a metallic circuit to a set of dry cells, and thence to a shutter-release. The shutter-release was in itself a complicated machine, consisting of a pair of low resistance coils, acting as electro-magnets on closing the circuit and attracting the armature, it in turn communicating with a series of levers so constructed as to minimize the resistance of the stout spring it was to release.

"Now we will assume that the camera is set up and focused on the track, good judgment being used as to the length of the train, and the switch put in place about six feet behind the spot where we wanted the front of the engine to appear on the plate (this six feet being allowed on account of the train moving that distance during the interval occupied by the electricity traveling the complete circuit, and releasing the shutter). One with a little knowledge of electricity can readily see that when the engine strikes the switch it closes the circuit, and instantly the electricity communicates with the high-speed shutter and the picture is correctly registered on the center of the plate.

"Thus the Burlington's train took its own picture while running at full speed, and it may seem odd, yet it is true, that a railroad locomotive has at last joined the great army of amateur photographers."

COLORED pictures have a perennial human interest. Witness the drawing powers of the first, last and center pages of *Judge* and *Puck* over the soberer tones of *Life*.

**INCREASED ADVERTISING in
The Evening Wisconsin**

For the first seven months of 1901.

	Week	1900.	1901.
		Columns.	Columns.
1st		122	151
2d	"	149	180
3d	"	136	174
4th	"	140	167
5th	"	137	154
6th	"	148	172
7th	"	150	173
8th	"	173	163
9th	"	162	192
10th	"	177	200
11th	"	168	220
12th	"	180	230
13th	"	246	293
14th	"	216	244
15th	"	197	234
16th	"	167	217
17th	"	232	247
18th	"	200	220
19th	"	193	234
20th	"	170	223
21st	"	182	219
22d	"	177	204
23d	"	185	191
24th	"	176	193
25th	"	172	191
26th	"	167	183
27th	"	118	135
28th	"	139	144
29th	"	136	152
30th	"	121	151
		5,036	5,851
Columns Increase - - 815			

OUT OF THE ORDINARY.

The Christian associations in many places are contracting for space in the electric cars for gospel cards, which leads one to believe that the chasm between science and religion is to be bridged by advertising. This is certainly a new way for the churches to use "tracks."

And cities are now being boomed in the same way as businesses, banks and corporations are advertised. The bustling city of Holyoke, Mass., has through its business men's association gotten out a special envelope, pretty in design, setting forth the many attractions and advantages of this little manufacturing metropolis. The envelopes are furnished freely in any quantity to the residents for mailing, and the secretary of the association asserts that this little scheme has been the means of "locating" three new factories in Holyoke.

The banks have been rather backward in advertising, generally claiming they have nothing to advertise, but the National Bank of White River Junction, Vt., refutes the claim by running a card in the Boston papers, and the bank officers state that the ad has paid as an investment, bringing them several lines of collections.

A firm of stock brokers in New York became convinced that hundreds of their daily marked letters were consigned to the waste basket unopened, although sealed and mailed at letter postage, costing alone for stamps \$20 a thousand or \$40 for the two thousand sent. An idea was hit upon by the junior partner that now saves the concern \$10 a day and assures every letter prompt personal attention. And this is how it is done: Over the top of each letter runs this tragic line: "We inclose with our market letter as a gratuity two checks for \$5 each daily. Who gets them is not determined by lot or chance, but by an approved plan of our own." These last words are the saving clause to avoid the lottery law. And now instead of mailing the circular letter under two-cent letter

postage, they go out with a one-cent stamp, effecting a saving of \$10 daily after paying the \$10 bonus, and the returns have so far been gratifying over the old plan.

At first thought one would not suppose our big colleges had any particular use for a press agent or even a bureau of publicity, but it is known that the old seat of learning, Harvard University, has entered into a business arrangement with a publicity promoter in Boston to handle its news items. The colleges, one and all, are forever hankering after bequests and donations for buildings and scholarships, and the idea is a good one for them to make a paid arrangement with some alert business man to prepare and handle their news notes and special articles in a way that is best calculated to bring contributions from philanthropic persons.

♦♦♦
TALK ON TALK.

Conversational ability is a golden gift and valuable in any walk of life; but the advertising agent who finds his hopes of success on conversational ability *alone*, is no less ridiculous than the man who would claim to be a navigator because he owned a yachting cap.—*Our Wedge, New York City.*

♦♦♦
WANT AD ILLUSTRATED.

"A GOOD DRILL HAND, USED TO RAW MATERIAL, DESIRES A CHANGE; HAS BEEN TEN YEARS IN PRESENT POSITION."

Just Plain Words and Facts Like This.



Kansas City Oat Meal & Cereal Co.

OAT MEAL,
ROLLED OATS,
BUCK WHEAT FLOUR,
RYE FLOUR,
GRAHAM FLOUR,
FARINA,

ATLAS
FEED.
ETC.

CREAM MEAL,
CORN MEAL,
BREWERS MEAL,
GRITS, HOMINY,
CRACKED WHEAT,
PEARL BARLEY.

CITY & SANTA FE
STREETS.

Kansas City, Mo. Aug. 6, 1901.

Kansas City Journal,

Kansas City,

Mo.

Gentlemen:-

We have advertised more in the Kansas City Journal than in any other newspaper, and we have been more than pleased with the result. We give the Journal credit for the largest proportion of the phenomenal increase in the sale of our Atlas Oats during the past year.

Yours truly,

KANSAS CITY OAT MEAL & CEREAL CO.,

M. J. Hogan Pres.

The **Kansas City Journal**

sticks out all over Missouri, Kansas, Oklahoma and the Growing Southwest like a bump on a log.

GUARANTEED CIRCULATION:

Daily and Sunday, 52,000. Weekly, over 125,000

PUBLISHERS' DIRECT REPRESENTATIVES:

THE J. E. VAN DOREN SPECIAL AGENCY,

NEW YORK OFFICES:

407-9-10-11 Temple Court.

CHICAGO OFFICES:

1104-5 Boyce Building.

ADVERTISING A TOWN.

The Mansfield (Ohio) *News* makes the following sound comments:

The question has not infrequently been asked, "Why not advertise your town and let the world know what its advantages and capabilities are?"

The question is worth serious discussion. When the questioner also says, "It is also passing strange that people who have whole counties full of fertile acres to sell will not crook a finger or spend a cent to introduce their goods to the attention of the people who would be so glad to have them," it presents a subject sometimes spoken of but never thoroughly acted upon.

Property of this sort and the features of urban centers and established towns are sometimes advertised, certainly—but how? By the village or urban papers near by, by boards of trade in the large towns—and in scarcely any other way. These things are well to do, but they do not reach very far. People living in or near a town or farming region may like to know what particular places or blocks are for sale, but they do not need to be told what the climate that they live in is or what the soil thereunder amounts to, or what mining or forestry privileges, or water power, or crop raising, or commercial facilities, or traveling conveyance means there are there. To them all these things are as potent and familiar as the day.

But the people afar off who are about to move somewhere and those who have money to invest seek just this information. The board of trade of a town may issue a pamphlet, but it never meets many eyes, and it does not bombard the whole public as an advertisement in some far-off metropolitan daily would. Besides, boards of trade sometimes fall into innocuous desuetude and fail to furnish the pamphlet. If they do furnish one, it is once for all only and is not kept up to date so as to be constantly impressive.

A paper in a lively town may get out what is called a "souvenir

edition," in which everybody's biography of those who have helped to make the town is written and his face pictured and in which the various businesses there are described. But, well as it is to do this and to send a few copies of it to distant parts of the country, its influence is mainly momentary. It is only a somewhat magnified and illuminated edition of a weekly or daily paper, and no single copy of any paper's issue abides long.

If the board of trade or a combination of citizens in some sparse neighborhood were a board of trade does not exist should arouse themselves, they might do better than this. If it is a town or county in the South or West that seeks publicity and has commerce or mining or tilling possibilities to show, why not take a large section or, if it is warranted, a full broadside of some metropolitan daily in which to say to all people in explicit and pungent terms just what advantages there are which capital and emigration can find there? More than one paper in a town can be used, of course, whether concurrently or by alternation. Lesser towns than these larger cities can be used for this sort of advertising and with effect.

It will cost something, it may be urged, but the cost need not be very great. A mere fragment of the expense which some towns have hopelessly thrown away in bonding themselves for some not very important railroad would make a Southern or Western town vocal and familiar all over the United States and in Europe for ten years. Some time ago a California corporation advertised itself in the London *Spectator*—and how much farther I do not know—as being able to offer tracts of land for a moderate sum to the younger sons of the titled classes that will secure them a home of unrivaled interest and make them independent for life. It is an advertisement not over three inches in length, but it tells its story and avails itself of the tendency which exists to some extent in the more recent England of the higher class element there to get some sort of an interest in our great West.

CLEVELAND PLAIN DEALER

CIRCULATION STATEMENT

FOR SIX MONTHS ENDING JUNE 30th, 1901.

DATE.	JANUARY.		FEBRUARY.		MARCH.		APRIL.		MAY.		JUNE.	
	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.
1.....	43,249		46,153		45,337		45,913		47,286		50,505	
2.....	45,296		43,900		45,004		50,564		47,591		49,894	
3.....	45,230		44,886		43,881		45,966		47,883		50,346	
4.....	45,156		45,156		37,926		44,306		48,844		51,326	
5.....							44,456		43,737		49,843	
6.....							46,291		48,054		49,801	
7.....							44,488		48,382		49,801	
8.....	44,987		44,091		44,610		46,223		48,520		50,896	
9.....	44,133		44,037		47,308		45,789		48,514		44,776	
10.....	44,202		43,773		39,933		40,121		46,244		49,710	
11.....	43,773		43,773		43,928		45,213		46,314		49,730	
12.....	43,906		43,906		37,462		44,633		46,210		44,722	
13.....							45,606		47,146		48,850	
14.....							46,184		41,963		49,852	
15.....	43,687		43,964		43,991		45,017		46,734		49,934	
16.....	43,876		44,113		44,844		45,566		47,212		50,783	
17.....	43,853		43,853		44,061		39,478		46,856		49,406	
18.....	43,900		43,900		44,061		45,216		46,925		50,016	
19.....	43,907		37,932		45,892		45,175		46,901		49,848	
20.....							45,224		47,273		50,054	
21.....							45,277		42,188		49,966	
22.....							45,373		47,144		50,300	
23.....							45,306		47,336		51,060	
24.....							50,087		49,406		46,168	
25.....							44,502		47,437		50,381	
26.....							44,269		47,405		51,222	
27.....							44,326		47,502		51,254	
28.....							44,365		48,110		52,506	
29.....							44,486		43,973		52,058	
30.....							45,340		43,499		51,065	
31.....							45,390		43,410		51,063	
Total.....	1,196,548		1,51,923		1,073,912		1,176,392		201,125		1,211,594	
Average.....	44,317		37,981		44,117		39,465		40,914		47,151	
											177,434	
											1,263,088	
											44,350	
											50,594	
											224,747	
											44,940	

Average for Six Months—Daily, 46,058. Sunday, 41,524.

STATE OF OHIO,
CUYAHOGA COUNTY, ss.

Elbert H. Baker, being duly sworn, says, that he is Business Manager of the Cleveland PLAIN DEALER, and that the above is a true statement of the circulation of said newspaper during the first six months of the year 1901.

ELBERT H. BAKER.

Sworn to and subscribed before me this third day of July, A. D. 1901.

GEO. R. AGATE, Notary Public,

THE BOOKLET.

The booklet is pre-eminently the advertising medium for the man with a "store" circulation—who has a great many people coming to his place daily. A little book with some originality is snapped up, particularly by those finest of circulators, the children, and carried into every home in town and passed around the family circle—if it is original. Such advertising sinks deep and yields big returns.

How to be striking and original? That is the question. A work of printer's art, on odd paper, with fine illustrations is good—and expensive. On the other hand, a booklet brightly worded, of, say, 3x5 inches, on calendered paper, can be printed cheaply and strikingly illustrated with silhouette cuts.

It is strange how some business men feel that a booklet is of no value in their line. Probably no business man from the milk or ice dealer to the department store would regret the price he paid for a good booklet. It's the ideal form of descriptive advertising. It's the sort that can be used by every one who has a legitimate reason for expecting the trade of a local or general constituency. Just what to put into a booklet is what puzzles many advertisers.

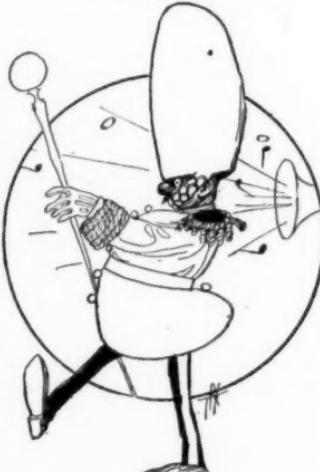
An unusual booklet, but one that will pay a good return, can be issued by the ordinary horse-shoer. At first glance this may appear doubtful, but it is a fact. In the smaller cities there are many people who own horses. They keep them for pleasure and comfort. Few of them know much about a horse, but because they become attached to their own they are willing to learn. The thoughtful blacksmith or horse-shoer knows all there is to know about a horse. He frequently gives advice about them and often talks learnedly and in an interesting way about the care and attention a horse should receive, of ailments and methods of treating them. A booklet containing a short talk on the horse and giving advice as to its handling and care would be an excellent thing for

the horse-shoer. It would not only be of benefit to the horse owner, but would show conclusively that the shoer knew his business and was capable of taking proper care of horses brought to his shop to be shod. He would be an authority, be quoted and consulted. Such a booklet as this could be easily written by the shoe man, because he would know what he was talking about. If he felt incapable of giving it the necessary grammatical construction, he could have his printer revise it for him, putting it in the best shape. There are few business enterprises which could not be benefited by the interesting telling of points about it which the people would like to know, and especially those points which would be a real benefit to them.—*Advertising World, Columbus, Ohio.*

NEVER USED BEFORE.

An instance of the influence of advertising is mentioned by Dr. Walsh, a New York physician, in an article on sarsaparilla. He states that for many years before 1850 nobody had used sarsaparilla for any purpose; but about that time a firm began advertising it in the newspapers as a medicine. Since then millions of gallons have been consumed every year, and an enormous sum annually expended in its manufacture.—*Philadelphia Record.*

STEREOTYPED ADVERTISING PHRASES.



"WILL ALWAYS BE FOUND AT THE HEAD OF THE PROCESSION."

THE PITTSBURG, PA.,

Evening Press

ending July 31, 1901

Average net sworn circulation,
six months ending January
31, 1901,

51,264

Average net sworn circulation
after *all deductions*, includ-
ing spoiled, unsold and re-
turns, six months ending
July 31, 1901,

67,342

Average daily issue,

gross, six months
ending July 31, 1901, **77,093**

CITY OF }
PITTSBURG }
ss.

I solemnly swear that the above is a true and correct
statement of the circulation of THE PITTSBURG PRESS, of Pittsburg, Pa.

O. S. HERSHMAN, Publisher.

Sworn and subscribed before me this 5th day of August, 1901.

GODFREY W. LERCH, Notary Public.

PHILADELPHIA NOTES.

**PEIRCE
SCHOOL**

Peirce School is more than an institution for teaching the business branches. The young man or woman who decides upon business as a vocation and enters upon a course at this school, finds that the instructors and the management take a personal interest in each student from the very beginning and render each one the individual attention and assistance that will enable him to make most rapid progress in his studies.

The course completed, the School uses its facilities and its influence to place the graduate in the most desirable situation that offers in the particular line of business he wishes to follow.

But this is not the end. The School continues to be the graduate's ally, counselor and friend. Its resources are always at his command for information or advice, or assistance in solving perplexing business problems; and if advancement comes too slowly, it affords him an opportunity to better his position by a change—the more readily because he now has "experience."

Does this not help to explain why Peirce graduates are remarkably successful?

The 37th year begins September 2, 1901. Call or send for catalogue. PEIRCE SCHOOL, Record Building, 917-919 Chestnut Street, Philadelphia.

The above advertisement appeared in the Philadelphia papers the other day. A tone of cleanliness, refinement and straightforwardness pervades this copy that makes the reader feel assured that what he reads is so. This year Peirce School has largely increased its advertising appropriation, and is using more newspaper space than ever before. Mr. L. B. Moffett, the business manager, informs me that the enrollment of new pupils up to the present time is far in excess of the number enrolled at the same period last year, which would seem to indicate that the increased and judicious use of printers' ink is proving profitable. The card reproduced above is a sample of the style adopted by Peirce School about five years ago for newspaper use exclusively, and has not been changed since that time. The original ad is set in double column; the words "Peirce School" in 24-point De-Vinne; the body of the advertisement in 10-point French; a black laurel border, and almost invariably top of column on a page with few other advertisements. No cuts of any kind have been used in the papers, though a half-tone of the school building is frequently published in the Peirce School cards which are printed in nearly every preparatory school and college paper published in and around Philadelphia. This institution is recognized among the greatest of its kind in the country. It keeps abreast with modern progress, and the latest addition to its extensive curriculum is a department for instruc-

tion in advertisement writing, in charge of E. St. Elmo Lewis, the advertising specialist. The course will embrace full instruction in the art of advertising, selection of type, etc.

M. Heilbron & Brother, the house-furnishing firm which does such large and attractive Sunday advertising, has outgrown its old quarters at No. 923 Market street, and about October 1 will take possession of the new building, Nos. 935 and 937 Market street. The removal sale advertisements, in which the prices are greatly reduced, in order to clean up all of the old store's stock, contain this rather unique motto: "Forget cost and profit; get rid of all the merchandise; don't figure the loss; it means future gain."

A new department in self-advertising has been adopted by the *Press*. At the bottom of the front page, in the fourth column, usually following an important news article, appears a card of forty lines, single column, which reads as follows:

79 WANT HELP TO-DAY

The Press this morning publishes 79 announcements of people wanting help.

This interests every one who wants a good situation.
See Page 9.

In the window of Henry A. Dreer, seedsman, No. 714 Chestnut street, is an extraordinary display of watermelons and cantaloupes, which were raised on the experimental farm of that firm. The size of both these fruits is unusual. The melons are not for sale, being put on view merely for exhibition purposes. They are attracting widespread attention, and gratuitous newspaper mention.

J. B. Lippincott & Company, the publishing house and one of the largest book and magazine advertisers of Philadelphia, have removed to their new building, on the east side of Washington Square, at Sixth and Locust streets. This structure is fireproof throughout and is provided with every facility for the complete work of publishing books. The building is five stories high, of pressed brick with artistic terra-cotta trimmings. The Lippincott concern has had an existence of more than a century and its reputation is world-wide.

JOHN H. SINBERG.

FOLLOWING UP.

The person who writes to a store is a possible customer, and is worth more than a hundred persons who are not at the time interested. A possible customer can be turned into a customer by a persistent following up with the right kind of advertising matter and letter writing.—*White's Sayings*.



....The....

Newark Evening News

IS A HIGH-CLASS TWO-CENT NEWSPAPER WITH A DAILY CIRCULATION OF 47,000 COPIES. * * *

2 CENTS
π

....The....

Newark Sunday News

IS ON A PAR WITH THE EVENING NEWS, AND IS THE BEST SUNDAY PAPER IN NEW JERSEY.

5 CENTS
π

Advertisers can cover Newark and Suburbs seven days a week thoroughly and with one paper.

Publication Office, 215-217 Market St., Newark, N. J.

SPECIAL ADVERTISING AGENTS:

R. F. R. HUNTSMAN, St. Paul Building, 220 Broadway, New York City.
 CHAS. J. BILLSON, Stock Exchange Building, Chicago, Ill.
 W. H. DAGGETT, 227 Washington Street, Boston, Mass.
 LOUIS M. PORTER, . . . 222 Strand, Outer Temple, W. C., London, Eng.

AGGRESSIVE BOSTON AD-
VERTISERS AND THEIR
MEDIUMS.

By Geral Dean.

One of the well known advertising agencies of New England's metropolis has for a motto, "The time to advertise is all the time," but this good advice is not heeded much by the big space buyers, nor is the admonition of John Wanamaker to stay out of the Sunday papers, for the practice seems to be in this land of the Puritans to rush copy into the Sunday papers to such voluminous proportions as to suffice for all the rest of the week. Large broadsides covering a full page of eight 22-inch columns and often double-page ads are taken by the mammoth dry goods department stores. As may be expected, the dozen or so big stores, each using that much space, almost monopolize the papers on the Lord's day.

In the newspaper offices everything is subordinated to these bargain proclaimers in the Sunday editions. The news of the day, features and even editorials are curtailed to give the proper prominence to these gigantic displays. The publishers are Barkis-like "willin'," for they not only get a good rate for the ads, but have discovered that it is these newsy, gossipy business announcements that have added thousands of subscribers to their lists.

All over the vast territory adjacent to Boston the families, after their morning meal on a Sunday, divide up the forty or more pages, and the big ads in each section of the paper are devoured with as keen a relish as is the brown bread and beans.

No rivalry exists among the merchants in preparing these ads save to see who can offer the most attractive inducements for the ruralist and suburbanite to visit the Hub as early as possible Monday morning. This day, generally set apart in other portions of the country as "wash day," is in Boston called "Bargain Monday," and household duties are forsaken

in the rapturous desire to secure the coveted bargains.

The way these full-page ads are set and their general sameness in appearance brings to mind the old song, "They all look alike to me," still some use cuts and some do not. The R. H. White Co. have adopted the new Post series of type for leading lines, but the figures of the font do not seem to be bold enough, so for prices they still set them in black gothics. They make their ads doubly interesting with good descriptions.

The Jordan Marsh Co. favor a modern gothic face of type, and as they use the figures of the same in the prices their ad has a neat and pleasing effect.

Very few of the Boston advertisers affect a trade-mark signature for use in their ads. William S. Butler & Co. use a one-column logotype, "Shop at Butler's."

The Pitts-Kimball Co. sprinkle in plenty of outline cuts in their display, as also do Houghton & Dutton. These two firms are about the only concerns that find it necessary to offer any extra inducements besides low prices to draw trade. The first named give tickets with each purchase to some sort of an entertainment, while Houghton & Dutton frequently give away souvenirs. Over 50,000 carnations were recently distributed by them in a few days.

Houston & Henderson, Shepard, Norvell & Co. and R. H. Sterns & Co. all adopt a dignified tone in advertising but depend on special sales to draw new custom. The best advertising done in this line is that of Gilchrist & Co., whose special sales seem to be continuous, but still they have a plausible reason for each one.

Probably in no other American city do the leading merchants give the fake schemes so wide a berth as they do in Boston. It is almost impossible to divert one cent of the advertising appropriations to directories, guides or programmes, and very little billposting or street car advertising is done. The newspapers get it all, and rightfully, too.

A dozen or so proofs of each ad are sent to the advertisers and

are used to post in front of the stores, often on the windows, to attract the passing throng.

The clothing merchants all make a strong bid for Saturday's trade and take big space in the papers on Thursday, Friday and Saturday. They all want black bold-face gothic used in display lines. Very few cuts are noticed.

The advent of the adsmith has not made much of an impression in Boston. There are a half-dozen or so adwriters around the Hub, but they thrive by inserting an ad in PRINTERS' INK and supplying ads in manifold from Cape Cod to the Golden Gate.

The papers of Boston are all so good in their respective classes that it is necessary to specify the clientage of each to show why an ad must be run in all to reach the entire populace, for unlike Philadelphia, with its *Record* and *Inquirer*, or Indianapolis, with its *News*, or Washington, with its *Star*, the field cannot be covered by using one or two papers.

The *Globe* carries an immense amount of business, running 342-870 lines of advertising in July, and is the want medium of Boston, charging only 12½ cents a line and circulates largely among the well-to-do class.

The *Herald* shows plenty of good business and goes among the thrifty people of all Yankee-land. The column ad of the American Newspaper Directory now running in this paper ought to pay well, as the *Herald* is held in high esteem by the solid business men of the Hub.

The *Journal* is read by thou-

sands on account of its stalwart political principles. It stands alone in a large field.

The *Post* caters to the masses and reaches out boldly for business. Its sales in and around Boston are enormous and new equipment is constantly being added to keep up with circulation.

The *Transcript* is in Boston what the *Evening Post* is in New York. No other paper can touch its exclusive readers and all its business is of a high order.

The *Traveler* is seen everywhere and its circulation is bounding up rapidly.

The *Record* is the home paper of the multitude, and is patronized accordingly for this reason by the shrewd advertisers. The high standing of the paper makes it a desirable medium for nearly every one to use.

CONSTANCY.

The constant advertiser has this advantage over the occasional one: He has not dropped the thread of his discourse, and does not have to pick it up. The occasional advertiser must employ printers' ink lavishly just to re-establish himself on the footing that he occupied before he withdrew from the field; he must regain the ground that he has lost before he can continue. Here that trite but wonderfully expressive proverb suggests itself: "Constant dropping wears the stone." Unremitting advertising, pursued methodically day by day, week by week, month by month, is in the end less expensive than occasional advertising, in fits and starts.—*Clothers' and Haberdashers' Weekly*.

WHERE THE DIFFICULTY LIES.

Anybody can get into or out of the mail order business, but not every one can stay in it. The mail order business is a good thing to let alone unless you are prepared to work hard and wait for the harvest.—*Advisor*.

An Educator's Estimate.

"THE EVENING STAR is everything a newspaper should be."

(Signed)

W. F. HARRIS

(Commissioner U.S. Bureau of Education).

Washington, D. C.

M. LEE STARKE, Representative { New York, Tribune Bldg.
Chicago, Boyce Building.

AN ADVERTISING NUISANCE.

By Frank Hazelwood Rowe.

More and more is there a growing sentiment in Maine, as elsewhere, against the posting and painting of advertisements along the highways and waterways of the State. That this sentiment has so long remained dormant is a matter of surprise to any thoughtful man acquainted with the State's business interests. If there is any significance in the signs of the times the day is not so very far distant when the fight against this sort of thing takes definite shape. Thus far feeling has been evident in an address here and there or in an editorial from the pen of some newspaper man rather more thoughtful than his fellows, but it is plain to be seen that people generally are gradually becoming aroused against this nuisance.

While every State might with reason take up the cudgel against this practice, Maine has a particular one for doing so. She finds ample excuse, if excuse is necessary, in the fact that she occupies a position as a summer resort at the head of the line. The most conservative estimating shows that several millions of dollars are brought into the State by summer visitors each season.

Is it not of vital importance, then, that the State should not jeopardize her interests by allowing the defacement of natural scenery which draws the golden stream Maineward? Maine's scenery is her stock in trade. Not the whole of it, to be sure, but still a very important factor in her great development as a resort State. Anything that tends to deface and mar the scenery should be fought to a finish.

Look at the banks of some of the Maine rivers, for example. The way they are desecrated by the paste-pot and brush is enough to make a rock weep. It is no myth that there are Maine river sceneries which equal, and perhaps are superior to many European views. Looking at it from a purely business standpoint, it seems a shortsighted policy to allow this defacement. Lieutenant Gilmore tells us that when his party was captured by the Filipinos they had with them a representative of an American brewery. All through the weary weeks of wandering that followed the capture, this jolly fellow never lost heart, and on the broad ledges wherever they went he wrote with chalk in great letters: "Drink _____'s Beer." I've often thought I'd like to meet that man, whose make-up must be the very essence of advertising enterprise. But I hope he'll never come to Maine. There are too many tempting flat ledges in the State.

In taking this stand I realize that it is only through legislative action that the evil might be remedied. I realize, also, that when we touch upon that we have a serious question before us as just how far State jurisdiction can interfere with private rights. The sentimental land owner, poor perhaps, may feel and with good reason that he has a right to earn an honest dollar by allowing sign painting on his "shore lot" if he wishes. Yet, after all, the matter resolves itself into a question of private rights as against State rights and the general good, the same old

question with which, in one connection or another, every State has to grapple in the making of its laws.

♦♦♦
INDEX SYSTEM.

One of the best uses to which the card system can be put is the filing of catalogues, circulars and other information. The average man carefully places catalogues in the pigeon hole of his desk. At the end of three months, six months or a year, he goes through his desk and throws those things in the waste basket that he can best do without. Very frequently, the very next week after he has disposed of a catalogue in this way, he has use for it. The best way is to file these things in some part of the office under the card index system. The result will be the desk is always in good order and the matter that may some day be valuable is kept stored until that time.—*White's Sayings, Seattle, Wash.*

♦♦♦
IN BOSTON.

The patent medicine style of advertising is being adopted by a clothing company in Boston; pictures and testimonials of satisfied customers are published in the daily papers.—*White's Sayings, Seattle, Wash.*

♦♦♦
Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DVT writer is open for immediate engagement. "ADWRIGHT," care Printers' Ink.

COMPETENT newspaper man, who knows how to work and is not afraid of work, wants place on daily in small city as editor or reporter. Address BOX 1, Memphis, Ohio.

A N advertising man of long experience, with ability to create, devise and secure business, systematize and direct large office force, wishes to make change. At present employed. Address "H. D. Z.", Box 172, Indianapolis, Ind.

ORDERS for 5 line advertisements 4 weeks \$10. In 100 Illinois newspapers, 100,000 circulation weekly; other Western weekly paper same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

I AM a circulation and advertising builder. One new magazine gained 75,000 paid circulation in six months under my management. I know what I can do and am willing to be paid for paying results only. "C. R. B." care Printers' Ink.

CIRCULATION manager wants larger field. I doubled city circulation of a metropolitan daily in six months, increased total circulation 40%. Eight years' experience. Can get circulation for any metropolitan daily. Address "S. M. S." Printers' Ink.

WANTED—A pressroom manager in printing house running twenty rotary and flat-bed presses. Liberal salary will be paid to experienced man of undoubted ability and satisfactory testimonials. Address, with full particulars of previous experience, "COLI.ETT," Printers' Ink.

WANTED—PRESS WORK.
We have facilities second to no other establishment in the country, for long runs of press work. Can print 8, 16, 20 or 24-page papers at the rate of 8,000 an hour, on rotary perfecting presses. Can prepare to run at short notice, and can print, paste, trim and mail 300,000 copies a week. Can print all but the very finest half-tones. Prices below all competition. If you publish a weekly or monthly of over 30,000, or want a large number of plain catalogues or circulars, we can probably beat your printing bill right in half. Let us estimate on your work. Address "PRESS WORK," Box 1500, Philadelphia, Pa.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Every advertisement writer to send a copy of our book of ready-made advertisements. A veritable mine of ready-made sentences and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. SHAW-WALKER, Muskegon, Mich.

LABELING MACHINES.

MEYERS BROTHERS, Thames Bldg., Greenwich & Thames Sts., New York City.

MAILING MACHINES.

THE MEYERS MAILER, Thames Bldg., Greenwich & Thames Sts., New York City.

HALF-TONES.

80 C. COPPER HALF-TONES—Something new for publishers. MAIL CUT CO., Phila.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

NUMBERING MACHINES.

OUR numbering machine is the best. WETTER NUMB'G MACHINE CO., 515 Kent Ave., Brooklyn.

SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL, 38 Park Row, New York, telephone 3239 Cortlandt, special representatives for leading daily newspapers.

PAFFU.

SEND for samples of our Seal Linen Ledger, 8½c per lb. No ledger at same price can approach it. BASSETT & SUTPHIN, 45 Beekman St., New York City.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

ELECTROTYPE AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

LINOTYPE AND STEREOTYPE METAL.
I MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

ADVERTISING DESIGNS.
ORIGINAL IDEAS. The best equipped art department.
GILL ENGRAVING CO., 140 Fifth Ave., New York.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 99 Broadway, N. Y.

PRESSWORK.

HIGH-CLASS presswork is our specialty. We have the reputation of doing the best half-tone printing in the business. Consult us before placing order. FERRIS BROS., 45-51 Rose St., N. Y.

NEWSPAPER BROKER.

SELLERS, buyers are dealing through A. H. SMITH, Elkhorn, Ill. Original methods. Plants for sale, \$500 to \$35,000, Atlantic to Pacific.

ELECTROTYPE.

WE give special attention to making of good electrotypes for newspaper ads. Prompt, out-of-town work done carefully as city. RAISBECK ELECTROTYPE CO., 31-35 Vandewater St., N. Y.

ADVERTISING ADVISORS.

YOUR advertising improved, or will inform how to advertise to advantage any article. \$1 and details with request for advice. Prompt service. ADRIAN EVANS, 100 West 88th St., New York City.

PRINTERS.

WE print an attractive, booklet, 8 pages, 9½x5 inches in size, with stitched, fine paper, color of ink, 1,000 booklets for \$10, 5,000 for \$36. For illustrations and writing copy, if so desired, we make a small additional charge. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page ill-t price catalogue free. S. F. MYERS CO., 45-50-52 Maiden Lane, N. Y.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Quality above price. From a cylinder to a bookin furnished. CONNER, FENDLER & CO., N. Y. CITY.

FOR SALE.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

HALFTONES FOR SALE.

ADVERTISEPS, newspaper publishers and printers—half-tone engravings; thousands of subjects, zinc etchings, comies, etc., for sale at five cents per square inch; prices too low to list here. Publishers and advertisers visiting the Exposition should call and see what we have to offer. A selection of from 10 to 50 cuts can easily be made from the large number on hand. THE EXPRESS, Buffalo, N. Y.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. THE ROSTRUM, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

PRINTERS' INK.

BOOK PREMIUMS.

GOOD books make the best newspaper premiums. We publish the finest line of premium books out. Have been used by city dailies and country weeklies with great success, proving to be the greatest circulation builder known. Now is the time to work subscriptions. Send for circular and prices. STANDARD PUB. CO., Leesburg, Ind.

ADDRESSING MACHINES.

THREE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as "Printers' Ink," Metropolitan Magazine Co., Butterick Pub. Co., "Comfort," of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

BUSINESS OPPORTUNITIES.

TEXAS oil stocks of the right kind will make you more money quicker than any other investment nowadays. The Texas gushers are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 25c. per share in a company right in the midst of the oil fields. Write to us at once. BELGIAN OIL CO., 155 La Salle St., Chicago.

ADVERTISING NOVELTIES.

BRONZE letter openers. Send for circular. H. D. PHILPS, Ansonia, Ct.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. B. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

NO capital required. We supply circulars, pay postage, distribute and ship goods direct. You only handle cash. Salesmen and particularists 10c. MARITIME SUPPLY CO., Moncton, N.B., Can.

ADVERTISING AGENTS.

\$5 HELP or Agents Wanted in the Sunday issue of 15 leading metropolitan newspapers. A bargain for mail order men. Lists free. HUNTERFORD & DARKELL, Washington, D. C.

SOUTH AFRICA—Advertisements so placed as to cover the whole of South Africa. 1 inch, 1 month, \$20 (20 inscts.), 10c. 20,000 circulation, covering Durban, Natal, Transvaal, Pretoria and Rand. G. H. CLAPP, Box 1060, Johannesburg, Transvaal (Banker's draft payable here, or Postal M. O. payable Durban.)

HALF TONES.

PERFECT copper half-tones, 1-eol., \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Chic.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet samples, for stamp. H. KAHR, 240 E. 33d St., N. Y.

BOOKS.

WE have received from Geo. P. Rowell & Co., a book of "Ready-Made Advertisements." Most of the ads in this publication are cleverly devised and furnish valuable hints to advertisement writers.—*Returns*.

Price \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADDRESSES.

TAKEN from express receipts, 500 mail order buyers. \$1. Miss HESE V. CLARK, Box 529, Kansas City, Mo.

115,000 NAMES, residents of small towns, and farmers in 22 States. Write for free booklet. NATIONAL ADDRESS CO., 1 Beck's Block, Wheeling, W. Va.

4,835 NAMES and addresses of personal taxpayers in the State of Washington, just compiled: \$1.50 the M.; lot for \$6, prepaid. Also have fresh addresses of agents and mail order buyers all over U. S. S. M. BOWLES, J. F., Woodford, Vermont.

20,000 NAMES and addresses. A Rural Route Directory containing the names of 20,000 people living on rural routes in Saginaw County, completed and ready for distribution Sept. 15th. First directory ever published of this list. Regular price \$1. All orders received on or before Nov. 1st will be filled for \$2.50. APPLEGATE BROS., Saginaw, Mich.

NEWSPAPER BARGAINS.

\$2,000 BUYS an old-established newspaper and job plant in New Jersey. If you mean business call or write. None others need apply. A. C. DALTON, Newfield, N. J.

TWO Mass. weekly and job propositions—one \$3,000—not a large amount down. The other \$5,000, mostly cash. If you want a good property, examine quick. Such openings are few and far between.

\$2,000, one-half cash, buys a New Hampshire weekly. Over 8,000 people in town. \$1,600 buys a weekly in Virginia. Satisfactory terms.

\$900, one-half cash, buys a weekly and job office in Ohio.

\$12,500 buys a healthy class publication. Owner writes me profit for last year \$7,500. \$1,800 buys an Illinois job office doing \$3,000 a year, and interest \$1,300 cash down.

Those who mean business are invited to visit and correspond with

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

**At This
Office**

**10 Spruce St.,
New York.**

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

ADVERTISING MEDIA

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

POST, Middleburgh, Pa., 2,000 circ'n weekly, 10c. per inch, brings satisfactory results.

1,800 WEEKLY guaranteed, rates 10c. in flat. CHRONICLE, Princeton, Ky.

ADVERTISING agents serving their clients honestly, call TO ELLIOTT'S, estab. 1881.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 7,200.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000, sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 21st.

PRESS - REPUBLIC, Springfield, O. Leased wire Associated Press report. Sworn circ'n guaranteed by Citizens' Bank to exceed 8,000 daily.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

KEY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the BILLINGS (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

PLANT your advertising seeds with the RETAIL DRUGGIST, of Detroit, Michigan. They have an established and permanent class of readers and a good crop of business will be the result. It pays better than any two other drug journals. Average monthly circulation, 17,000.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the A HOUSTON WEEKLY TIMES, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

THE FREIE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

GENERAL INFORMATION, 429 Main, Binghamton, N. Y., trial 3 mos. 10c. None free. Rates 25c.

THE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the DODGE COUNTY REPUBLICAN, Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the REPUBLICAN. All home print. The best equipped country printing establishment in the State. The REPUBLICAN carries more ads, at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

MISCELLANEOUS

TIRES by mail, puncture proof, \$6 pair. Anti-Cactus, \$7.50. Pleasure to ride. ROADSTER CYCLE WORKS, Camden, N. J.

ADVERTISEMENT CONSTRUCTORS.

WM. WOODHOUSE, JR., Trenton, N. J., writes interesting advertising.

COPY for short circular, \$2, cash with order. JED SCARBORO, 557a Halsey St., Brooklyn.

RETAILERS, add a mail order department. GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

FOUR to eight original common sense ads written to sell goods at \$5 to \$8 per month. EDWIN S. KARNES, a37 E. 42d St., Chicago.

HENRY FERRIS, his  mark, 106 Drexel Building, Philadelphia. Adwriter and designer. Write for samples.

100,000 16-PP. and cover, 4x6, 2 colors, written, illustrated, printed, \$300. M. P. GOULD CO., "Medical Advertisers," Bennett Bldg., N. Y. Ask to see our work.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

IHONESTLY believe I can do a retail merchant more good than any other advertising man in this country. My \$2 per month service includes the best business pulling methods in the world. Try me a month. Your money back if you want it. LOUIS O. EDDY, Marshall Field Bldg., Chicago.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

"THE world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

THE HEBER MACDONALD CO.

St. James Bldg., New York,
Phone 1748 Madison Sq. B'way & 35th St.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They write straight and keep at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

"SEEING is believing"—"tis often believing that something similar to what I have made for others might profit the man to whom I send samples of my work. Most of my best clients saw some of my "doing" before giving me their first order. Is it any wonder that I gladly send collections of samples to correspondents interested beyond the postal card limit? I make Catalogues, Booklets, Price Lists, Folders, Mailing Cards and Slips, Newspaper and Trade Paper Advs.—indeed, everything in trade literature. FRANCIS J. NAULE, 402 Sansom St., Philadelphia. I usually make unusual things—am very apt to do that.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for themselves or their agents may, upon application, obtain special confidential rates.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES

Classified advertisements 25 cents a line six words to the line, pearl measure, display 50 cents a line, 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 25, 1901.

A CORRESPONDENT to *PRINTERS' INK* suggests that the editor of the new *Magazine of Mysteries* devote a department to "The Circulation of Some Newspapers."

How to end the ad is often of more importance than how to begin it.

THE comment created by a pleased patron is part of an advertiser's assets.

Good advertising is good enough to stand on its own merits without the aid of humor, fine writing, etc.

THE genius who succeeds in utilizing the acres of advertising space paid for and wasted every week will have a force as powerful as that of the genius who succeeds in harnessing the rays of the sun.

THE pistol marksman keeps his eye upon the target, not upon his weapon. Upon the same principle the consistent adwriter keeps his eye upon his goods and the people he wants to reach, satisfied that if he has a worthy article his ad will find the mark.

THAT a system of advertising sells goods is no proof that it could not be bettered. A man might float down the Mississippi River on a plank, arriving safely at New Orleans, yet in nowise impair the reputation of the steamboat lines for speed and comfort.

THE Commonwealth Trust Company of St. Louis encourages the habit of saving by furnishing to depositors a combined solid bronze savings bank and clock. The little bank is attractive and ornamental, contains a good timepiece and may be placed on the mantel or other conspicuous place, where it serves as a reminder of the purpose for which it is intended.

A WRITER in the August *Advertising Experience* expresses in the paragraph that follows his view of what he considers a frequent misconception of the artist who illustrates a catalogue:

What beautiful catalogues Bradley made for one of the bicycle companies a few years ago. Pity some one does not use the plates again for crackers or ready-made clothing or gasoline launches. They would be just exactly as appropriate.

EXPORTS from the United States in the year ending August 31, 1901, were \$1,500,613,236. This is the first time in the history of our export trade that the figures for a twelve months' period have crossed the billion and a half line. The Bureau of Statistics, in its statement of imports and exports, issued each month, gives a total for the latest twelve months and compares it with the corresponding twelve months in preceding years, thus giving a method of not only measuring the foreign commerce but also measuring its growth.

ASTOUNDING purchases of space in the past few years, running into the hundreds of thousands of dollars, have proved that there is no limit to the amount of money that may be invested profitably in publicity. Five thousand dollars for a page in a high-class medium has a savor of gambling to those outside the craft, but advertising has developed men who wield large sums as confidently as the Vanderbilts manipulate millions in railroads. The advertiser on a large scale operates as carefully as they, seldom investing his money without return. His five thousand dollar page is usually a far safer investment than the five dollar space of the humbler advertiser, and more profitable.

It is a singular fact that the publishers of newspapers have themselves contributed comparatively little to make advertising the national industry which it is to-day. This has been achieved by the push and the competition of enterprising merchants.

It is a pretty safe general rule that the article of merchandise which has not enough vitally interesting facts to make it worth a three-inch advertising story, is not worth keeping in stock. In fact, there are barely enough exceptions to this rule to decently prove it.

LUDWIG BAUMAN & COMPANY, wholesale and retail furniture dealers, Eighth avenue and Thirty-fifth street, New York City, had half a page in the New York *Journal* the other day, the whole space being devoted to a summary of their uninterrupted business career of the past forty-five years. The idea seems a good one. The following sentence in the story is generous: "We do not want to unduly persuade people to forsake other stores to come to us, because there is room enough in this big city for the success of all of us."

HOUSTON, Texas, is to have a new daily paper, to be known as the *Houston Chronicle*. Mr. Marcellus E. Foster will resign his present position as managing editor of the *Daily Post* in order to accept the presidency of the new company, and will be managing editor of the paper. It will be an evening daily, and the first issue is due about October 3. It is said to be backed with ample capital, and its stockholders include some of the leading business men of South Texas. Houston is undoubtedly a fine field for a good afternoon paper. The last city directory shows that the place has a population of 72,000, and since the discovery of fuel oil in seemingly unlimited quantities, within sixty miles of that city, many new industries have been started there. Twelve railroads enter the city, which give an afternoon paper facilities for reaching all parts of the State.

RUSKIN's advice to young scribblers ought to be written in the hat-band of every ad constructor: "Never write verse," he said, "for there is far too much bad poetry in the world already."

THERE is much to be said in favor of the medium that reaches women. If, as the publisher fondly imagines, five men read every copy of a paper sold, it almost inevitably follows that twice or thrice as many women read a woman's copy. More especially if it be a magazine or a periodical worth saving. Few men keep even *Harper's* or the *Century*, but a woman hangs onto even a mail order journal until it has been worn to a rag, exchanging it for others with the woman next door, sending it to cousin Harriet in the country, borrowing, lending, giving away and even stealing it off her neighbor's parlor table. At the last resort she will go out of her way to give it to a hospital. A magazine of any worth seldom goes to the stove or the waste box when she gets it in her clutches.

Go into new mediums charily, with eyes open, and stick to them when they have proved their worth. Persistent use of space in certain mediums puts the advertiser on much the same footing as the salesman who goes to doors twice a week, politely asks if anything in his line is needed and takes "No!" patiently. In time he sells something, and generally to persons who will make good customers. The advertiser who appears with similar regularity at the same doors will bring about the same result. But when he is skipping from one medium to another he fails to win the confidence of the class of people who make paying customers. This is a timid class at best, not prone to give him their trade lightly, nor to change when he has once secured them. They are the salt of the earth, and he cannot reach them by scattering shots. In fact, it is a pretty good rule that the merchant who skips from medium to medium gets results only from people who are skipping from merchant to merchant.

THE million dollar appropriation for advertising in newspapers, magazines and other periodicals is not impossible—it would only be a cent and a fifth per year for each person in the United States.
—Our Wedge, New York City.

THE American Newspaper Directory as a work of reference to the advertiser must be given high rank. Every effort is made to have each successive issue complete and correct, and this goal of absolute accuracy seems to be more nearly reached with each revision.—*Philadelphia Record.*

THE University of Michigan, at Ann Arbor, announces a course of instruction in higher commercial education, which leads to the degree either of bachelor of arts or master of arts, depending upon the time devoted to the course. The announcement states that the course has been outlined in recognition of the needs of modern business life, that they will aim to provide an education equal in scope and mental discipline to any course which the institution offers. As proposed, the course provides studies in political economy, political and constitutional history, commercial law, commerce and industry, accounts and statistics, applied science and languages. One looks through the prospectus in vain to find any mention of the one art science upon which a commercial enterprise depends as much as on any one thing—advertising. Will the University of Michigan try to give its students a broad knowledge of higher commercial education, and leave out the most potent factor that will contribute to his success when he puts his education into practice? That no provision is made in the course for giving instruction in the rudiments even of this great subject shows that it was planned by men who were not familiar in a practical way with commercial affairs. Theorists who have the making of college courses must in time learn what are, and what are not, the essentials that contribute to business success.—*Advertising World, Columbus, Ohio.*

THE testimonial succeeds everlastingly because it really furnishes more direct, vital information than any other steadily used form. Every one comprehends it. It is the plain, staple bread of advertising literature. The pretty, attractive halftone and the clever epigrammatic catch-line often go over the heads of readers, but the testimonial is homely, based upon all human experience, and understood everywhere.

HARLOW N. HIGINBOTHAM has written a series of articles, "Tales of the Department Store," which appear in the Philadelphia *Saturday Evening Post*. Referring to close prices and free deliveries, the author says:

An important step in the evolution of the department store was the introduction of "odd-cent" prices. This was instituted at the very outset of the movement, while the marvel of being able to buy dry goods, notions, groceries, hardware, furniture, house-furnishings, and almost every other staple article of retail traffic under one and the same roof, was still fresh in the public mind.

Before then "even-money" prices were as universal as in the more remote villages of the South to-day, where it is almost impossible to find a penny in the whole community. Of course this departure was at first looked upon as picayunish and hair-splitting to the last degree. Some time was required to habituate customers to this odd-price trade, for the more sensitive shoppers were more than half ashamed to receive a penny in change after making a four-cent or a nine-cent purchase. Soon, however, the public came to recognize that in many instances, at least, the odd-cent pieces returned in change were so many pennies saved from the price prevailing for the same articles in the stores still adhering to the dignity of even-money prices. This practice of close selling was a natural parallel to that of the close buying which was undeniably a strong factor of the department store plan of action.

While it is not clear that the system of delivering goods free of charge was introduced by the department store, there can be no doubt that its development to its present proportions was greatly hastened by this form of commercial enterprise. On the other hand, the fact that the patron could have the harvest of a day's shopping promptly and without charge put inside the door of his home was another strong factor in attracting trade away from merchants of the special-stock kind, and particularly from the smaller shopkeepers in the residence districts outside of the business center of the city. Then, too, the department stores were quick to grasp the advantage of larger liberality in the exchange of goods, and this was turned to their advantage.

THE BEST TRADE OR CLASS PAPER.

The sixth PRINTERS' INK Sugar Bowl is a sterling silver sugar bowl to be awarded by the Little Schoolmaster in the Art of Advertising to that trade or class paper which, all things considered, best represents its constituency, thus making it the best of all trade or class papers.

The bowl is of sterling silver made by Tiffany. It will be properly engraved and put into a case befitting its character. While the value of the gift in itself is no small item, it is little compared with the value accruing to a trade or class paper by having such a distinction conferred upon it by PRINTERS' INK.

It is called the Sixth Sugar Bowl because five have already been awarded in the past to newspapers of special merit, and, as the Little Schoolmaster has heard it stated, considerable advantage has come to papers which were so signally honored.

There is no restriction in the competition. No trade or class paper is barred from entering claims, although publishers and champions of such papers will do well to bear in mind that only papers of real excellence and superiority can stand a possible chance to win. There is still time to file claims. The close of the competition has not yet been decided, and while the four papers quoted at the foot of this article are now the ones under consideration for the prize, claims of others are still received and will be given such attention as they are entitled to.

Inland Printer, Chicago.
National Druggist, St. Louis.
Iron Age, New York.
Machinery, New York.

"**THE RETAIL DRUGGIST.**"
 Published monthly in the interests of
 the entire drug trade.

Detroit, Mich., Sept. 14, 1901.

Editor of PRINTERS' INK:

We wish to enter *The Retail Druggist* as a candidate for the best class or trade paper. Our grounds for assuming that it is a long way in advance of the general class of papers are: In size, it is not easily covered up, and is easily handled with considerable matter before the reader without turning over the page.

It is printed on good paper and its

cover is attractive; its column lines are short so as not to confuse the eye; its illustrations take in the history of the situation of the day; its reading matter is condensed, saying much in a few words; it caters to enliven its readers with business ideas and original thought; it gives a short and concise list of its contents; its circulation speaks for its appreciation.

No advertisements are accepted except those that are clean and beneficial to its readers. It presents the questions of the day to the thinker and reader to examine and advance his business and professional intelligence. It gives prices current of staple goods that are in everyday use. It has a calendar showing the places and dates of the various meetings with names and addresses of the principal officers. It secures articles from its readers on original matter. It exchanges formulas from one subscriber to another by their contributing to its columns.

The Retail Druggist is not loaded with advertising or an over-ponderous price list to make it appear bulky and important, but it is persistent in its pursuits to furnish intellectual meat for its readers. To sum it up, its readers continue to read, its advertisers continue to advertise in it.

Yours respectfully,

"**THE RETAIL DRUGGIST,**"
 N. Hayes, Manager.



THE "HERALD'S" WORLD-WIDE ADVERTISING.

In the multitude of advertisements in any one issue of the *Herald* all the world of trade and commerce is reflected, just as in its news columns every quarter of the globe contributes to the story of the day. The "Personal" column of the *Herald* has for decades been crowded with queries and answers from those who are in many cases thousands of miles apart, but the teeming pages of business advertisements are also made up of announcements from as widely separated localities.

As an example of this, taken at random from its advertisements to-day from foreign sources, may be cited an official advertisement from the Department of Public Works at Sydney, New South Wales. A great bridge is to be built over Sydney harbor, and the government of New South Wales desires to draw the attention of the leading bridge makers of the world to its project. It has therefore forwarded to the *Herald* for insertion in its widely read advertising columns a description of the proposed bridge and an invitation for bids for its construction. Placed in the *Herald* everybody will see it—the great builders of Europe and their successful rivals of America.—*N. Y. Herald*.



BIG FIGURES.

One million eight hundred thousand dollars has been the profit to Retail Druggists on Laxative Bromo Quinine since the Internal Revenue Law went into effect three years ago. In addition to this we have paid the taxes on all our preparations, and this has cost us \$137,000 (for stamps alone).—*Paris Medicine Co.*

NOTES.

WALTER APPLETON CLARK, whose illustrations have been so very popular, has made his first colored-cover design for the October *Scribner's*.

MYER BROTHERS, postoffice box 449 Philadelphia, advertise the Myers' Mailer, label pasting and applying machine in an instructive and neat folder.

J. W. P. BUNNING, formerly of New York, is now advertising manager of Hewes & Potter, makers of suspenders and belts, 87 Lincoln street, Boston.

W. C. LOFTUS & COMPANY, fine clothing to order, 1101 Broadway, New York City, submit a series of single-column ads, ranging from $3\frac{1}{2}$ inches to 5 inches in space. They are illustrated with small original cuts, well written and well displayed.

WARE BROTHERS, publishers of the *Carriage Monthly*, Philadelphia, send out a neat little booklet to advertisers containing good and convincing reasons in favor of their publication. The booklet is $3\frac{1}{2}$ inches in size, contains twelve pages, without a cover.

The Lafayette (Ind.) *Evening Call* asserts in a little booklet that it has the largest circulation of any daily in the Tenth Congressional district. The booklet contains eight pages, $5\times 3\frac{1}{2}$ inches in size, and is made up of quotations and testimonials taken from advertising journals.

MR. R. J. SHANNON, who for a number of years has been advertising manager of the Munyon Remedy Company, has now established himself as a special representative, with offices in the American Tract Society Building. Mr. Shannon has charge of the foreign advertising of the Rochester (N. Y.) *Times* and the El Reno (Okla.) *American*.

"The Way to Make a Better Lawn" is an eight-page booklet giving a good method to secure a better lawn and incidentally telling of the many merits of a special brand of genuine Canada unleached hard-wood ashes as an all-round plant food. It is published by Thomas Meehan & Sons, nurserymen and landscape engineers, East Phil-Ellena and Chew streets, Germantown, Philadelphia.

The sanitary and practical advantages of pine fiber are excellently described in a 24-page booklet, 5×7 inches in size, published by the American Consolidated Pine Fiber Company, 135 Broadway, New York City. The booklet is a gem in mechanical appointment. Handsome full-page half-tones illustrate the manifold uses of pine fiber as stuffing material for mattresses, pillows, cushions of all kinds, including carriage upholstery and horse collars.

The Counter, a magazine for salespeople, 200 Greene street, New York, distributes among dry goods, department and general stores a booklet entitled "Taking the Bull by the Horns." The publishers assert it brings many subscribers. It certainly ought to awaken a good deal of interest in the publication which it advertises. The booklet is chock-full of interesting matter and paragraphs to store owners and clerks.

Its mechanical appointment is of excellent character, quite out of the ordinary.

THE International Literary and Artistic Copyright Congress held its first sitting at Berne on August 8. It discussed the scheme for a revision of the Berne convention and decided immediately to begin the elaboration of a convention embodying all the modifications advocated by the varying interests. The plan will be submitted to all the literary and artistic societies of the world, with the view of eliciting suggestions and criticism, so that it may be recast by the next congress at Naples.

A new bureau is to be established by the managers of the railroads operating west from Chicago. It will be known as the bureau of advertising and will consider and settle all questions relating to advertising contracts that may be of mutual interest to the different roads. The departure will in no way affect the existing advertising departments of the individual roads, but will be formed for protective purposes. For years, say officers of the railroads, the lines have been imposed upon in advertising contracts and arrangements. In this, they say, they do not mean newspapers and other recognized mediums of advertising, but by billboards, pamphlets and other schemes.—*Fourth Estate*.

A good indication of the amount of money spent by American newspapers during the Spanish-American war might be found in certain entries on the books of the New York *Herald*. For good reasons the *Herald* kept no deposits of money in any one of the islands of the West Indies except those in the Danish group. As much as \$10,000 was deposited there at a time, to be drawn on by the *Herald* correspondents, and at one time the *Herald* owed the Boston Fruit Company as much as \$30,000, which had been drawn from the Port Antonio office of that company by the *Herald* correspondents, who had credit with this concern. The New York *Journal* spent on the war alone an average of \$121,000 a month. At one time one of the *Journal's* correspondents spent \$27.50 a ton for coal for a dispatch boat at Cape Haitien. The story of the battle between the American and Spanish fleets at Santiago cost the New York *Journal* \$10,000 in one day, and the New York *Herald* and the New York *World* spent almost as much in getting the same news.—*Edward Marshall, in Pearson's Magazine*.

BEHIND THE BARS.

We have heard dealers say they would not undertake to interfere with the refilling of their bottles behind the bar, because it would spoil their trade. We all know how extensive this refilling practice is, and we cannot help but wonder what would kill a man's trade quicker than to have doctored spirits substituted for a brand of good whisky.

It is hardly doing justice to the average intelligence to expect to maintain the reputation of, and the demand for a brand of goods, when dealers and saloon keepers are exempt from any interference in their practice of counterfeiting, substituting and refilling bottles.—*Liquor Trade's Review*.

BIRMINGHAM SOURED ON HIM.
MILWAUKEE, Wis., Sept. 9, 1901.

Editor of Printers' Ink:

Of all the misrepresentations experienced by me, those of Ernest F. Birmingham in his recent issue of *The Fourth Estate* are the lowest and most diabolical. Birmingham came to me on Sunday, August 11, and asked for a check of \$250 to be paid for in advertising space in future issues of his paper. I told him that this was more than I wanted to spend with him. He then pleaded with me, claiming that he was in need of the money. I told him that I would think the matter over and send him a check next morning. I did not specify any certain amount. I telephoned him to Chicago on Monday that I had concluded to spend \$100 in his paper. He told me that he did not want \$100, but insisted upon my giving him \$250. I told him that he had no right to demand any sum of me and that I would not be played for a sucker. I terminated our conversation with that statement. He then wrote me the following letter which speaks for itself. On Tuesday he again came to my office and made repeated demands upon me for \$250, which, however, I refused to pay. If I had given him \$250 I would still be to him "My dear Mr. Coleman," instead of, as he now sees fit to call me, "Publisher of Teutonic extraction." He will fail absolutely to stir up a local quarrel. Birmingham's letter to me reads as follows:

Monday, 6 p. m.

My Dear Mr. Coleman:

They got us cut off on the telephone and couldn't connect again, so I write in haste. I was completely dumfounded to receive your telephone message, as I had made arrangements relying upon your promise to send the check for \$250 by the 1:30 mail, under the special delivery blue stamp. I was going to leave here at 6:30 for St. Paul and was getting my things together, relying confidentially upon the receipt of your letter, which the *Record-Herald* had promised to send to me here at the club instantly by special messenger. Now as I told you yesterday, my bank balance was low, and before leaving New York I signed several checks which were to be given out only when I should wire authority. This morning, therefore, I wired my cashier to give them out to-day and he has done so. I did this relying implicitly upon your promise, and you remember the last thing you said to me was: "You will find that whatever Mr. Coleman says is so." Now I have had to postpone my trip North, and must absolutely wire over to-morrow to New York the \$250 to cover those checks referred to, so you see, my dear Mr. Coleman, I am really obliged to ask you to remedy the matter by wiring me the \$250 early to-morrow, so I can forward it by wire again to New York quickly. Any failure would be very embarrassing to me. Send either by Western Union or Postal—the latter is a little nearer, perhaps. In haste, with kind regards,

Yours very truly,

ERNEST F. BIRMINGHAM.

I did not anticipate that my failure to comply with this extraordinary de-

mand would procure for me two derogatory columns in his paper, and before they came to my view, sent him on September 3 a further order with check for an advertisement.

(Signed) EDGAR W. COLEMAN,
Publisher Milwaukee *Herold*.

IMMEDIATE RESIGNATION.

WILLIAM J. MORTON,

Manager Foreign Advertising,
1526-1527 American Tract Soc. Bldg.,
150 Nassau Street,
NEW YORK, Sept. 16, 1901.

*Press-Post Printing Co., Publishers the
Press-Post, Columbus, Ohio:*

DEAR SIRS—On account of your unwarranted attack upon the late President McKinley, in your issue of the 14th, I insist upon your immediate acceptance of my resignation as special representative of your paper in the foreign advertising field, and have instructed my Chicago office to discontinue, from receipt of copy of this letter, their efforts in your behalf.

Any communications received at either office will be referred back to the advertiser or agency, with instructions to communicate with the paper direct.

Yours truly,
(Signed) WILLIAM J. MORTON.

THE DOCTOR'S SIDE.

He (the physician) has only his medical skill, diagnostic and surgical learning and skill to offer to the sick and their friends. In other words, he has only his own character and ability to give. Does any man who has character and ability go around advertising the fact? If he does this he is at once looked upon as a blatant egotist. If he possesses the superiority he is the last man to brag about it. Do judges, lawyers, ministers, railway presidents and managers advertise in the *Tribune* their peculiar excellencies? Do generals or even lower officials? Do engineers? We have never seen the advertisements even of poor reporters and yellow journal editors. Would not the advertisements for positions and the parading of their abilities by themselves furnish at once proof that they were wanting precisely in those very qualities of which they boasted?—*American Medicine*.

CIRCULATION.

Circulation is to the newspaper advertiser what weight is to the newspaper proprietor when he is buying paper stock. Why, the newspaper publisher even objects to the brown paper in which the reams are incased being weighed in with the bale.

And yet there are advertisement canvassers who are so far from being content with a mere fractional and infinitesimal appreciation of the circulation for which the advertiser is to pay, that they do not hesitate to quadruple, and even quintuple the real number.

This is as though a paper-maker, instead of merely charging in the rate as part of the goods, delivered twenty reams of paper and charged them as eighty or one hundred. The marvel is that advertisers should be so easyful over what is really so urgent a matter.—*Newspaper and Poster Advertising*.

ADVERTISING A LECTURER.

(A previous article on this subject appeared in PRINTERS' INK, September 18, 1901.)

If you are ready to listen to one who has had twelve years' experience "on the road," I will briefly give you a few pointers.

If you contemplate making a permanent thing of it, you must first of all secure a good advance agent or connect yourself with a lyceum bureau. In either event, after settling that important part of the work, plan your campaign.

Now comes the matter of what to use in the form of publicity. The newspaper comes first. In nearly all cities having 10,000 to 25,000 inhabitants we find a daily which reaches the best homes.

Many of these have theatrical columns. If so, space may run from one inch upwards. It is always wise to use a cut of your photo, to suit the space in these announcements. Reading notices are next in order, and here your agent has an opportunity to come to the front. If he understands his business there will appear references to you and your work, ranging from social receptions down to press notices, as a superb speaker. Especially will he find room to have inserted those in which mention is made of where the people were turned away for lack of even standing room.

People will frequently want to see you through curiosity, as well as hear you. If there is a probability of a large audience they will decide to come early, or have seats reserved. Have them on sale at a certain hour. It is desirable to use some form of window display, either in the form of one-sheet, half or quarter-sheet lithographs—or this may be changed for your photo, large size, printed on card-board, and arranged on an easel. This should bear the date, name of opera house or hall in which you will lecture, and your name. Place these in show windows, upon show cases and counters. You may utilize the same for hanging to gas fixtures.

For billboards.—A one-sheet lithograph with one of descriptive

matter above and below, together with a one-half-sheet date, will do nicely, unless you wish to crowd things with regular stands, then scenes taken from photos showing interesting attitudes or something of interest.

For house-to-house and store distribution, a herald of, say, four pages. Use either white or tinted paper assorted. Upon the first page use your photo, with name, and at the lower margin of page name of hall and date, together with prices of admission. For the second page, a brief biographical sketch, the subjects lectured upon, and time doors are open, as well as the hour of commencing. In larger places it is wise to add the time at which carriages should be called. The third page should be given up to press notices and endorsements by the clergy and prominent people. Upon the fourth page your monogram in colors will be a unique departure from what is commonly used, and that is what one must do in advertising.

During the day of the lecture the town should be thoroughly covered with "to-nighters"—small slips announcing your name, subject of lecture, name of hall and prices of admission.

It is customary to issue complimentary tickets to members of the press in order that they may attend and later on give you notices, free of charge, as news the next day. Only too often these are handed out to people about town and thus defeat your purpose. Have your agent give them an order on you for the tickets. See who gets them yourself, and in red have the words, "not transferable." It is wise to watch for their appearance at the door, and recognizing those given to proper parties, see that they are escorted to good seats.

Advertising consists of letting people know who you are and what you are doing, and when the weather is fine a hit is usually made by procuring the finest livery rig in town and inducing some prominent citizen or citizens to drive with you on an inspecting tour of the town. Do not drive too fast; give the people a chance

to see you with "Colonel Jones" or "Major Brown," or some other local dignitary. People will ask in a 10,000 town, "Who is that with the Major?" and the trick is turned. A 25,000 town would not be so easily won over. Judgment would dictate what would and would not pay. The Major is sure to appreciate it and tell you of some influential man in the next town.

These suggestions are along the line of generalities. Suppose your lecture is to be connected with moving pictures. State so, and the manifold advantages of this over all other methods of illustration. Is it of a scientific nature? Then a statement that while scientific it has been simplified that all may understand.

Is it of a nature to permit the use of photos showing you at work? Then by all means utilize them. Have several large frames in which to display them. Put one or more at the reserved seat office of the opera house, and prominent points, not forgetting to use them in the postoffice, if possible to obtain permission. A small card attached announces: "— will lecture at — to-night. Admission —. The foremost orator of the age. It is not good for man to be alone—bring your wife or sweetheart with you."

It will depend very much upon the character of your lectures and the class of people you desire to reach as to the means you employ. If, for instance, the cultured and refined, a well printed programme, made to fit the envelope, may be addressed to the elite of the city.

People are easily attracted by window displays in motion. One of these appropriate to your subject will create a good impression. A neatly printed card announcing title of lecture, where to be delivered, hour and price of admission will prove a puller.

Are you to remain more than one night? If so, tact will be necessary to get a large audience the opening night. For this purpose many give a free ladies' ticket with each reserved seat sold before 7 p. m. of that day.

If, after all the preliminary

work has been gone through with, you do not please your audience, then, indeed, your further advertising there will be in vain. Indeed, your lecture is your best advertisement. Do not interfere with your agent after you have once planned your advertising campaign. Get a good one. If you must hedge on any one thing, let it not be your advance man.

What printing you use must be of good quality. Composition costs no more, good paper only a trifle above poor, and you should select good newspapers, though the price may seem higher.

If you are "going it alone" these pointers will surely apply. On the other hand, in addition to these, if you are working on the profit-sharing plan with local lodges, etc., they frequently will save some expenditures, because the members act as canvassers for you in the sale of tickets.

As to the length of time to advertise in advance of your coming, this will vary from four days to two weeks. Keep things on the move from the time you start in until you finish, remembering that it is hard for one man to compete against a whole show unless he is a capital entertainer. You must be magnetic, full of vim, and remember success depends upon lecture titles and proper presentation of notices.

GEORGE W. SMITH, M.D.



A PAN-AMERICAN EXHIBIT.

A DEFENSE.

Here and there throughout "the land of the free and the home of the brave" one finds every now and then an obscure publication which indulges in periodical spasmodic fits over "the billboard evil." All kinds of calamities and woe are charged up against the poster business, and a few so-called editors have made themselves so ridiculous as to try to convince a twentieth century intelligent people that billboards are responsible for much of the diseases to which the eye and other organs of the human body are heir. Of course, no thinking person, much less physicians, will admit the possibility of such tommyrot, but advertising revenue on some daily papers has to be obtained somehow, and the ridiculous attacks on billboards are not by any means the limit to which some publishers will go to secure the necessary revenue to conduct their papers.

Advertisers, the very men whom it is sought to hoodwink, very clearly see "the nigger in the woodpile." It is not the health nor good eyesight of the community over which the amateur editors are so solicitous, nor are their nervous systems and optic nerves so delicately constructed as to be shocked by the "sight-destroying daubs" on billboards. It is the threatening manner in which billboards are growing in favor with successful advertisers that worries the publishers of the daily papers, or rather, only a part of them, for the publisher of a live, up-to-date newspaper with an honest bona fide circulation, instead of fearing competition, courts it. The more opportunities afforded for advertisers to increase their advertising, the more the value of advertising becomes appreciated, and in consequence, the more money is invested in printers' ink. The newspaper publisher, who has a recognized advertising medium of value does not fear all the billboards in Christendom, because he knows the value of his paper as an advertising medium and experience has taught him that so long as advertisers secure returns from his publication just so long will they continue to advertise in it, billboards or no billboards. Time was when an advertiser who ran a double-column ad in one daily paper was a curiosity. To-day that same man uses every daily paper whose circulation is worth a fig, and his space is measured by pages and half-pages instead of by "squares" and inches. And he does not stop with the dailies, either. You will find his ad staring you in the face from the programme you read at the theater; from the envelope in which your coupons come; from the curtain and drops on the stage; from the menu card at the cafe where you go for lunch after the show; from the house tops in blazing letters while you wait on the corner for your car; from the inside of the car itself, and finally from the billboards you pass on your way home.

No, the advertiser of to-day does not confine himself to any one class of advertising. He is constantly on the lookout for new places and new ways to call your attention to his trade. He is not particular what price he pays for space, neither does he care whether that space be purchased in a daily newspa-

per, a magazine or on your barber's shaving paper, just so he obtains "returns." All business men of to-day are "from Missouri"—you "have to show them," and when the goods can be delivered they do not question the whys and wherefores. But space in a publication which has neither circulation prestige nor standing is not wanted at any price. The successful advertiser knows this, and he is not to be deceived by the yelps of a few despairing publishers whose revenues from their papers are decreasing every day. Their papers being valueless as advertising mediums, space is not wanted at any price, but they can not or will not admit the truth even to themselves, and so, seeing their own business decreasing and advertising on billboards increasing, they seek to remove all possible opposition, thinking that if there were no billboards, advertisers would be forced to seek their columns.

Such is the real objection of the owners of obscure papers to "the billboard evil." Cincinnati harbors one of them, and, thank Heaven, only one! The paper in question has been on the down grade for years, and it will require more "sand" than its present proprietor can throw on the slippery rails of total failure to stop it before it reaches the ditch of annihilation and oblivion. The agitation against billboard advertising in Cincinnati which has been started by the paper in question deceives no one—certainly not the advertisers, who do not and will not burn up their money by advertising in a newspaper without merit, circulation prestige or friends.

Billboard and poster advertising is here to stay, and all the rantings of an unsuccessful and disgruntled newspaper publisher and politician will avail nothing.—*The Billboard, Cincinnati, O.*

WASTED ON FANS.

"During the warm weather last week," says Stephen Fiske in *Music Trades*, "I took up a fan in a restaurant and read the inscription, 'It is cool in Colorado!' Is it? The first impulse was to be glad that it was cool somewhere. The second was to wonder why anybody should go to the expense of printing on fans this information—accurate or otherwise—about Colorado. I found that the fans were advertisements of a transcontinental railroad, and that thousands of them had been distributed. The same amount of money expended in advertising in the newspapers would have made a sensation and brought profitable returns. 'It is cool in Colorado' would have become a popular phrase for a week or a month, and the railroad that invented this clever advertisement would have been remembered."

JUBILEE POSTPONED.

As the fiftieth anniversary of the founding of the *New York Times*, which would have occurred Sept. 18, fell in a season of national mourning and sorrow, the issue of the Jubilee number, prepared in celebration of the event, was postponed until Wednesday, September 25.

SPECIAL EDITIONS of *PRINTERS' INK*

DRUGGISTS,
WHOLESALE
AND
RETAIL, . . .

PRESS DAY,

October 2.

This special issue will call for about 37,000 sample copies, making it the largest issue of the series.

Druggists offer the most promising field for coming advertisers, and the opportunity for leading them to consider a good newspaper by advertising in this issue of PRINTERS' INK is exceptional.

Once the sample copy of PRINTERS' INK gets into the hands of druggists addressed, every part of the paper will be read.

Advertising rates : Page, \$100; Half, \$50; Quarter, \$25. Display, by the line, 50 cents; Classified, without Display, 25 cents.

Other special editions are :

CIGAR MANUFACTURERS,
PRESS DAY, OCTOBER 30.

SEED AND NURSERYMEN,
PRESS DAY, NOVEMBER 27.

DISTILLERS,
PRESS DAY, DECEMBER 31.

Every advertising medium that seeks to increase its patronage among general advertisers, and believes in its own merits, or has an announcement to make which will interest advertisers, will do well to take advantage of the opportunity for advertising itself strongly and well in these special editions.

Advertising rates are the same for each issue. Page \$100, half and quarter pages pro rata.

Orders and copy sent at once will receive prompt attention. Address

**Printers' Ink, 10 Spruce Street,
New York.**

PRINTERS' INK.

ADVERTISERS AND PUBLISHERS AT THE PAN-AMERICAN EXPOSITION.

It may not be so well known as it ought to be that the Pan-American Exposition now holding at Buffalo has a special bid for the patronage of the Fourth Estate in two buildings wholly devoted to its interests, now fully filled with exhibits. These are known as the Graphic Arts Building and the Graphic Arts Workshop.

The Graphic Arts Building is one of the main buildings of the Fair, lying just back of the Temple of Music. It contains the exhibits of publishers, printers, engravers, lithographers, papermakers and kindred trades. The exhibitors in this building are:

PUBLISHERS.

Funk & Wagnalls, New York.
D. Appleton & Co., New York.
Laird & Lee, Chicago.
Frank Leslie Publishing House, New York.
Century Co., New York.
McClure, Phillips & Co., New York—*World's Work*.
McGraw-Marden Co., New York—*Success*.

Doubleday, Page & Co., New York.
National Magazine, Boston.

PRINTERS.

Matthews-Northrup Co., Buffalo—printing and map-making.
U. S. Printing Co., New York, etc.—label printers.
Norwood Press, Norwood, Mass.—book manufacturers.
G. M. Hausauer & Son, Buffalo—printing.
M. W. & C. Pennypacker, Asbury Park, N. J.—printers.
U. S. Geological Survey—map-making exhibit.
D. B. Updike, Merrymount Press, Boston—printing.

PAPER-MAKERS.

Esleek Mfg. Co., Turners Falls, Mass.—bond and onion skin papers.
Parsons Bros., New York—paper importers.
Byron Weston Co., Dalton, Mass.—ledger and record papers.
L. L. Brown Paper Co., Adams, Mass.—ledger and record papers.

International Paper Co., New York, etc. (the trust).
Parsons Paper Co., Holyoke, Mass.—writing papers.

Mittineague Paper Co., Mittineague, Mass.—Strathmore covers, etc.
Crane Bros., Westfield, Mass.—fine linens.

DESIGNERS, PHOTOGRAPHERS AND ENGRAVERS.

Western Bank Note Engraving Co., Chicago—stock certificates.
F. A. Ringler, New York—engraving, electrotyping and nickeltying.
Geo. P. Hall & Son, New York—photographs.
American Three-Color Co., Chicago—chromos.
American Plate & Picture Co., Chicago—multi-platinum process.
Albertype Co., Brooklyn—photogelatine process.
A. Hoen & Co., Baltimore—lithographs and maps.
Courier Co., Buffalo—printers and lithographers.
Russell-Morgan Print, Cincinnati—poster lithographers.
Chicago Colortype Co., Chicago—chromos.
Cosmos Pictures, 296 Broadway, New York.
Perry Pictures, Boston.
W. A. Locke, Cincinnati—dog photographs.

VARIOUS.

Jas. McDonald, 32 Lafayette Pl., New York—book-binding.
Wm. Mann Co., Philadelphia—blank books and copying books.
Alvah Bushnell, Philadelphia—letter copying books.
S. C. Toof & Co., Memphis—art binders.
Wm. G. Johnston & Co., Pittsburgh—loose leaf systems.
Central Screen Pulp Works, Niagara Falls, N. Y.—paper pulp strainer.
Max Levy, New York—gratings for half-tones.
Graphic Arts Co., Philadelphia—Levy acid blast for etching.
A. L. Swift & Co., Chicago—art supplements for newspapers.
Buffalo Printing Ink Works, Buffalo—inks.
Tympalyn Co., Boston—patent blanket for cylinder presses.

- American Embossing Co., Buffalo—embossed letter-heads.
- G. W. Todd & Co., Rochester—the protectograph.
- The booth of the International Paper Company, called the Temple of Papyrus, is built entirely of paper and contains files of 400 newspapers from all over the United States and from foreign countries, which the visitor may take down and read. All the most prominent papers are represented, and the leading cities. It also contains what is claimed to be the largest roll of paper in existence, weighing 4,000 pounds and having a sheet six miles long and 12½ feet wide. In the exhibit of Max Levy, New York, various sizes of photo-engraving screens may be examined through lenses. A very attractive poster display is made by the Russell-Morgan Print, and U. S. Lithograph Co., Cincinnati. The display of the American Three-Color Co. is interesting.
- The Graphic Arts Workshop is a building that may be missed unless diligently looked for. It is at the south end of the Midway, opposite the Indian Congress, and back of the Horticultural Building, which stands about midway between it and the Graphic Arts Building. On some of the earlier maps it is marked "pergola." This building is devoted to the heavy machinery used in printing.
- A feature of the building is a glass room occupying half the center of the building containing three large Miehle presses engaged in doing a portion of the company's regular work. The Babcock Printing Press Co., New London, Conn., also operates two presses. The *National Magazine*, of Boston, is being printed in the building, and is sold to visitors.
- Another interesting exhibit is that of the Electric City Engraving Co., Buffalo, showing the implements and processes used in photo-engraving. Other exhibitors are:
- R. Hoe & Co., New York—newspaper presses.
- Walter Scott & Co., Plainfield, N. J.—cylinder presses.
- Fullard Mfg. Co., Philadelphia—embossing presses.
- John Thomson Press Co., New York—embossing presses.
- Boston Printing Press Co., Boston—Prouty Jobbers.
- John M. Jones Co., Palmyra, N. Y.—Lightning Jobbers.
- The Press Co., Meriden, Conn.—Kelsey amateur presses.
- Dexter Folder Co., Pearl River, N. Y.
- Sprague Electric Co., New York—motors.
- J. L. Morrison, 60 Duane street, New York—wire stitchers.
- Oswego Machine Works, Oswego, N. Y.—paper-cutters.
- Unitype Co., Chicago—Simplex Typesetter.
- Dow Composing Machine Co., New York—typesetting machine.
- Blackhall Mfg. Co., Buffalo—embossing machines.
- Hempel & Dingens, Buffalo—quoins.
- H. B. Rouse, Chicago—job sticks and lead cutters.
- Tympalyn Co., Boston—Tympalyn cylinder blanket.
- New Century Machine Co., Buffalo—paper ruling machine.
- Niagara Falls Envelope Manufacturing, Buffalo—envelopes.
- Buffalo Envelope Co.—envelopes.
- The S. S. McClure Co., New York, has a large press and exhibit in the Electricity Building. This building also contains a machine called the Electric Automatic Advertiser (52 Broadway, New York), and the Mason Monogram Co., New York, with a "talking sign" of electric lights in the evening. The south end of the Manufactures Building contains the Elliot Addressing Machine, for which a speed of 2,000 addressed envelopes per hour is claimed. A very instructive display is furnished by the government in the north end of its main building. This includes paraphernalia illustrating the process of paper-making, cylinder presses, Linotype machines, and the new Lanston Monotype Machine. During the writer's presence the latter machine was at work casting type from a perforated ribbon. In the south end of the same building are extensive displays of the post-office department, illustrating ru-

ral free deliveries and numerous other things. In the Railroad Building is a postal mail car in actual operation sorting out Pan-American mail.

The most notable advertiser at the Exposition is the Larkin Soap Company, which has a building of its own. This building contains a circular corridor lined with small rooms displaying the Larkin premiums for selling soap. When the writer visited it, the jam in this corridor was a suffocating one. A display of Macey desks and book-cases is in the southeast corner of the Manufactures Building.

The Pan-American is a small affair compared with the Chicago Fair, but nevertheless very interesting. It can be done in two days. It is open Sundays, but the Government Buildings and Graphic Arts Workshop are closed on that day, as well as after six o'clock on week days. The Graphic Arts Building and other exhibit buildings are open Sundays, and until ten o'clock evenings, but attendants are only on hand during business hours.

STILL AFTER BEACH.

The *Book-keeper*, of Detroit, claims that they cannot get a fair rating in the American Newspaper Directory, published by Geo. P. Rowell & Co., of New York, because they refuse to advertise in it. They claim that the American Newspaper Directory is a "blackmailing" scheme.

The trouble between the *Book-keeper* and the American Newspaper Directory began over the *Book-keeper* sending to the American Newspaper Directory two conflicting circulation statements. There is no doubt that these contradictory statements have left an impression upon the mind of the editor of the American Newspaper Directory that is anything but favorable to the *Book-keeper*.

If there was a mistake made in the office of the *Book-keeper* in sending out these two statements, it looks as if it was up to the *Book-keeper* to explain it.

The charge that a publisher

cannot get a correct rating unless he advertises in the American Newspaper Directory is absurd. Any publisher who sends in a correct and consistent statement of their circulation can have his circulation properly rated.

The cost of getting out the American Newspaper Directory is estimated at \$30,000 a year. The advertising it gets from publishers we have figured up as being worth about \$5,000 a year. It looks to us like pretty expensive blackmail to spend \$30,000 for the sake of coercing the poor publishers out of \$5,000 worth of advertising.

We have had continuous business dealings with Geo. P. Rowell & Co. for over three years. And their treatment of us has never been other than fair and honorable. The charge that a firm of their standing would stoop to blackmail a publisher out of a \$20 advertisement does not merit serious consideration.—*Advertising, Chicago, August and September.*

COMPARISONS ODIOUS AND OTHERWISE.

To the intellectual, New York advertising is a treat to read, but does it reach those whose knowledge is limited? Chicago advertising reaches both without question. An advertising manager who came to New York from Chicago and is at present with one of New York's largest department stores, tells me that when he began here he tried the Chicago style and found but medium response, and that later he adopted the New York style with Chicago modifications, and has achieved a great success. So if it is possible in one instance it should be in others, and, at any rate, it would pay advertisers of both cities to look over each other's work and cull from them the best points.—*Shoe and Leather Facts.*

THE SANDWICH MAN'S PRIDE.

Sandwich men, or men walking between two advertising signs, have become numerous about the streets lately. Storekeepers depending upon transient trade, such as restaurateurs and the like, make use of the sandwich men style of advertising. They have a good deal of difficulty in finding men, and when they do hire one he is generally not a resident of the city. A man hard up for employment applied at the charities department the other day for work, and he was told where he could earn \$5 a week and his board by becoming a sandwich man. "I've lived here all my life," he said, "and I'd sooner starve than be a sandwich man, even for \$25 a week and my board." He went elsewhere to seek employment.—*Bridgeport (Conn.) Standard.*

SYSTEM IN THE SALES DEPARTMENT.

The business houses that are most successful to-day are the ones that use improved methods in all departments of their business. The so-called conservative houses whose conservatism consists in holding to old and obsolete methods are losing ground.

The financial rewards are for the forceful and progressive who do not wait for business but go after it. Such concerns are constantly on the lookout for quicker and simpler methods both in the factory and in the office.

The equipment and system of the office should be equal to that of the factory. The time is past when the margins are so great that the exact knowledge of cost is unnecessary, or that the sales department will get results with but slight attention.

Competition is more keen each day. Each year the selling department must have a closer and better organization. To supplement salesmen's work, quotations should be followed up until orders are received. New territory can be invaded where salesmen do not go and results secured from advertising matter.

Your advertising sorts from the masses those who are interested in your goods. The time to sell or know the reason for not selling, is the time when interest has been expressed, by a request for information, catalogue or prices.

The "follow up system" is aggressive, constantly advertising your goods, keeps your name before those you would most desire as customers, follows your quotations to results or to reasons, makes possible closer touch with competitors and prices. If constantly followed, it makes a material increase in sales at a small percentage of cost.

The simplest and most mechanical arrangement is the best, and the equipment should consist of a card system arranged alphabetically, or alphabetically by States or towns, or a file suitable to file letters by dates, and in size and arrangement to keep all current business within reach on the desk.

In answering an inquiry for information, quotation or catalogue, the following information is noted at the top of the letter received: date of answer, special or form letter (the latter being indicated by number), the number of days to be filed ahead. The letter is passed to the stenographer at the time the answer is dictated. A carbon copy of the answer is made and both are filed ahead in an indexed file, the number of days indicated.

If a form letter is used it is unnecessary to make a carbon copy, because the number of the form indicates the nature of the letter, and the original form may also be referred to.

Before filing the correspondence, a card is made out for the prospective customer and filed in the card system, the same information being entered on the card as at the top of the original letter, making it possible to locate correspondence at any time.

At the expiration of the time allowed for an answer, the correspondence will again come up for attention, and the second letter sent. The same operations

are gone through as with the first letter. The entries are made on the card first used, which will in the end contain a complete history of all correspondence, date of the first purchase, and if desired the dates and amounts of all purchases.

The person in charge of the correspondence has only to decide the form of letter when the matter comes up for attention. Letters to distant points require more time than to local points.

This system makes it possible to handle a much larger correspondence with perfect regularity and system. The correspondents' desk is not covered with a miscellaneous lot of correspondence, generally the case when kept in an irregular manner.

The possibilities of the system in following up a selected list of good prospects with letters and literature are wonderful. It is the highest form of advertising. Your money and efforts are spent directly on those whom you know are interested in goods similar to your own. In going after trade with letters instead of salesmen the results in a majority of cases are as good with much less expense attached.

The "follow up" system has an established place with concerns that have a very high efficiency in their selling department. They realize that even a call from a salesman once or twice a year is not all that is necessary for good results. Letters and literature between visits not only help the salesmen but bring direct returns.

The follow up system is a necessity in most business houses. Many of the largest concerns dispose of their entire output by this method.—*System.*



THE pernicious success of some of the sharpers who turn publicity to account in their searches for the festive "sucker" proves that it is easier to make advertising pay without a business than a business without advertising.

ILLUSTRATED EXPRESSION.



"A STINGING ARTICLE."

FREE ADVERTISING.

It is refreshing to note that a number of the leading papers throughout the State have decided to draw the line against the free advertising heretofore so generously granted to the mammoth freak shows which do business under the name of a "world's fair." It is true the nation has not yet refused to be bungoed by these amusement enterprises. Every new "exposition" that applies to Congress for a large appropriation has little trouble in getting the money from the federal treasury. As the promoters of these enterprises apparently get a large percentage on the moneys collected, they can afford to pay for a powerful lobby at Washington. Perhaps that explains why the federal appropriations are made with so little question. There is no reason whatever why self-respecting newspapers should furnish free advertising to these "world's fairs," which have come to be mere adjuncts of extensive "Midways." The one-night-stand vaudeville show has to pay for its advertising. The "world's fair" vaudeville, on a larger scale, has no greater claim to consideration in the way of free advertising.—*Boston Advertiser*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kempsville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEOPATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

MAINE.

MUNYON says: "I made my fortune by advertising in the daily papers." In Rockland, Me., the only daily is the STAR.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD. Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

PACIFIC FRUIT WORLD. 5,000 copies weekly or forfeit \$500. 4c. a line. American Newspaper Directory accords us largest rural Agricuture.

SAN FRANCISCO AND LOS ANGELES.

NORTH CAROLINA.

THE TIMES-DEMOCRAT is the leading semi-weekly in Piedmont, North Carolina.

THE CHARLOTTE NEWS reaches twice as many Charlotte readers as any other paper.

TO reach farmers in Piedmont, North Carolina, use the TIMES-DEMOCRAT. It is the paper they read.

THE CHARLOTTE NEWS leads all afternoon dailies in the State in circulation, size and amount of advertising. Try it.

OHIO.

TO reach mail order buyers, try PENNY MONTHLY; 10c. a line; circ'n 25,000; Youngstown, O.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARRATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers, being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different media, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

BOTTLING.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

"WHAT HAPPENED TO WIGGLESWORTH," book of humorous sketches, just published by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) Courier-Gazette. Will be on sale everywhere, read by everybody.

We await your inquiries

Est'd 1853. *Gordon & Gotch* 15
St. Bride St.,
LONDON.

British Advertisers' Agents.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its various wheat fields.

THE SAINT PAUL GLOBE
is the official paper of the city.

C. H. EDDY, Eastern Representative,
10 Spruce St., N. Y.

1890



1901

R.I.P.A.N.S

I am past 65 years of age, and have suffered from constipation and indigestion. One night I was feeling very bad when a lady told me about Ripans Tabules. Going home that night my wife made me buy a five-cent package, and when I had taken the first Tabule I found such relief that when they were all gone I thought I was a new man.

At druggists.

The five-cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

Thirty Different Church Magazines
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

A DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH
for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM
for the general advertiser. Used and endorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hirsh's Root Beer, Electro-Silicon, Kroc's Gelatine, Unceda, Biscuit, Winslow's Syrup, Oakville Co., and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

THE CHURCH PRESS ASSOCIATION
200 South 10th St., Philadelphia, Pa.

**You
Get
Results
From
News
Ads.**

THE 53 ROUTE BOYS OF THE *Joliet Daily News*

place your ad at the hearthstone of **8,000** happy, prosperous homes every evening. It's such home circulation as this that makes **News ads pay**. Try it. For rates address

H. E. BALDWIN, Adv. Mgr.

The News Courts the Closest Investigation.

The Evening Journal

JERSEY CITY, N. J.

"The Evening Journal is the best paper in the city."—*Statement of Jersey City Advertisers.*

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

EVERY SATURDAY

SPORTING LIFE

Base Ball, Trap Shooting
and General Sports

For 18 Years the Acknowledged Authority
Advertising Rate, 15 cents a line.
Sporting Life Publishing Co. Philadelphia, Pa.

DON'T place advertising in Memphis and surrounding territory until you have investigated the merits of

The Scimitar

the only afternoon paper in Memphis with a guaranteed circulation of 15,000. No return privilege of unsold papers. Publishes daily closing market reports of the world twelve hours in advance of competitors; in fact, THE SCIMITAR is the official market paper of this section.

Write for rates to

R. A. CRAIG,

In Charge of Foreign Advertising,

**41 Times Building,
New York.**

**87 Washington St.,
Chicago.**

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

I don't place any great value on appeals to "spend your money at home," unless it is shown that the spender will derive some direct personal benefit from so doing. Such an appeal often conveys the impression that the merchant who makes it is trying to cover up his inability to match the qualities or prices of out-of-town competitors, and is really an acknowledgment that such competition gives him uneasiness.

If you are going to print an ad with the "spend at home" thought in it, give the ad two strings to pull by instead of one, by preceding that argument with the stronger one, "Because you get more for it." Follow that with some facts and figures that will confirm it, and then show the indirect benefits as clearly as you can without unnecessarily calling attention to the competition you are fighting.

The ad reproduced below is an excellent one of its kind, but would have been stronger, I believe, if the consideration of quality had been given first place instead of last place.

Spend Your Money at Home

Has it ever occurred to you that the Montgomery Brewery is a Montgomery industry, and as such is entitled to your undivided support? More than two hundred persons get their daily bread through this enterprise. Each nickel they earn is spent in Montgomery. Did you ever stop to think that if all the beer drunk in Montgomery was Montgomery beer, we could easily support fifteen hundred persons, and every dollar of their earnings would be spent right here at home?

Isn't this food for thought?

Let your next order be for beer made by the Montgomery Brewery, a home-made beer, made by home labor and backed by home capital.

Show your loyalty!

Drink the best—drink Montgomery Beer.

Long Enough and Good Enough for a Short Circular.

Plumbing Problems

Serious or simple; plumbing plans, large or small; plumbing practices, modern and approved—all come within the scope of our facilities, experience and knowledge.

Ours is one of the best organized and equipped plumbing plants in Western Connecticut. There are no more skillful, capable and faithful workmen than ours, and our ample capital and large buying brings us the choice from all that's latest both a sanitary and a monetary sense.

A goodly proportion of the important plumbing work hereabouts was planned and installed by us with satisfaction to our patrons in both a sanitary and a monetary sense.

Those are rather comprehensive statements, perhaps boastful, about our plumbing department, but they are true and should tell something of helpful interest to you if you have a plumbing problem, large or small.

For a Furnace.

How to Save Fuel

In heating a house the question of saving fuel is very important. That goes without saying.

The Kelsey has more than double the heating surface in contact with the fire than any other heating apparatus of equal grate surface.

It's a powerful heater.

It saves fuel.

It is efficient and thorough.

Seventy-five per cent of the product of combustion are utilized by the Kelsey. Not over 25 or possibly 30 per cent in any other hot air heater.

Rugs.

\$15.00

Choice patterns, beautiful colorings, splendid great big 9x12 rugs, only \$15.

Good One for an Optician.

Won't Get Better

Do not fancy that a defect of the eyes or vision will get better of itself. It won't. If a child has symptoms of nearsight or cross-eye, do not think that he will outgrow it. The very effort he is making to overcome the trouble weakens the eyes and makes it worse. Proper glasses will help now and save future trouble.

Pocketbooks.

Don't Tie Your Money up in Your Handkerchief

Every one can afford a pocketbook at our prices.

This week we have a special run on leather goods—pocketbooks, card cases, billbooks and change bags.

Pocketbooks for as little as five cents and as much as five dollars. All kinds of leather. All sizes and shapes of books.

A Striking Headline.

Kill Your Ants

by using Simon's Ant Killer. It will not poison you but will poison every insect that infests your pantry. Not only will the killer kill insects but the flavor induces them to partake of it. Every ant that smells it will taste it and die. Don't be afraid of it injuring your eatables. You could drink it without doing you harm. It's fragrant and will give a sweet smell wherever sprinkled. Each bottle has a patent sprinkler. Price .25c. For sale only at _____.

There's a Hint of Saving in These Headlines.

You'll No Longer Pay 60 Cents For Tea

after you've tried some of Baldwin's 45-cent tea.

Baldwin's 45-cent tea is as good as others' 60-cent. It's as good as any 60-cent tea you ever saw.

If you don't say so you can have your money back. Your money back if you are not perfectly satisfied.

It's a pure Oolong and the best value we know.

Coffee.

No Matter Whether You Let Copper Cents or Common Sense Govern Your Coffee Buying

we can serve you to your entire satisfaction. Our coffees are as rich and delicious as are grown—and we price them as low as they can reasonably be sold for.

We've got a few special brands we'd like to have you sample.

Out of the Rut.

A Gas Pipe Dream

Perhaps you've dreamed you had your house piped for gas and found it wasn't such an awful house-tearing, clutter-making job after all. Well, the real piping, the way we do it, isn't hard on the house either. We pipe neatly, swiftly and well—and furnish any style of up-to-date fixtures you want. We wire for electricity, as well.

Straight to the Point.

Is Company Coming?

What are you going to do about a "presentable" dinner set? The easiest way out of the difficulty is to buy one of our new Stock Pattern Sets; pick out as many pieces as you need now, and buy more as you want them. These stock sets are always matchable; they're as sensible and satisfactory ware as you can get. Many patterns—at moderate prices.

A Bank Ad.

Deposit Your Wages

Pay by check; then you will know where you stand at the end of the month. If you are not saving money you are going backward.

Two per cent on daily balances; four per cent on savings accounts.

In every city there is one acknowledged leading newspaper.

AT MILWAUKEE

no one any longer questions
the right of the

Milwaukee Journal

to occupy first place. The Journal is quoted the most, is abused the most and is read by the most people of any newspaper published in the State.

The sworn daily average circulation of The Journal for August was

25,962

a circulation equal to the combined circulation of the other English evening newspapers.

No other daily at Milwaukee willing to have its circulation records investigated dare question those figures.

A glance at The Journal's classified columns will show its strength with the masses. In display advertising it has no rival.

THE JOURNAL COMPANY.

STEPHEN B. SMITH,
30 Tribune Bldg., New York.

C. D. BERTOLET,
705-707 Boyce Bldg., Chicago.

A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

H. W. SEYMOUR, Publisher,

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

...THE...

WICHITA EAGLE

Is Not Installing a

...NEW...

QUAD PRESS

As an advertisement, but because it
is forced to do so on account of its

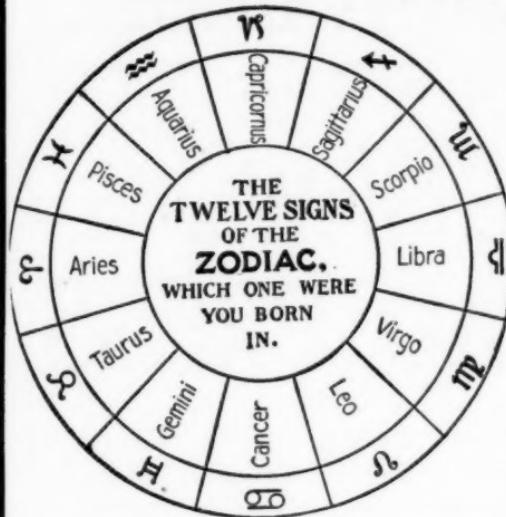
CIRCULATION AND
INCREASED VOLUME
OF BUSINESS

R. P. MURDOCK, Business Manager

S. C. BECKWITH SPECIAL AGENCY

Tribune Building, New York City
The Rookery,  Chicago

YOUR FORTUNE TOLD BY THE ZODIAC.



Get the October issue of **THE MAGAZINE OF MYSTERIES**, and place this circular astrological disk over the one you will find on page 192 of the October issue of **THE MAGAZINE OF MYSTERIES**, enclosed within the radiating lines corresponding with those on this disk which hold the sign under which you were born, and you will instantly find your horoscope cast in detail, revealing your fortune by the exact science of astrology. This most marvelous chart and what it reveals is of immense value to you in all affairs of life—business, love and personal affairs. It has taken days and weeks of the most profound study by some of the greatest

astrological adepts of the world to prepare and perfect this most wonderful chart.

Zamael, the greatest living astrological seer, and other mystic adepts are giving monthly in **THE MAGAZINE OF MYSTERIES** all the secrets and powers of the universe. If you desire success, wealth and happiness, send 10 cents for the October issue of **THE MAGAZINE OF MYSTERIES**. **REMEMBER THE NAME.**

MAGAZINE OF MYSTERIES

A Large Magazine. Beautifully Illustrated

Containing Special Articles by Adept Writers, Mystics, Astrologers and Yogis, explaining the

MYSTERIES OF Dreams and their Meanings, Glorified Visions, Occult Powers, Astrology, Hypnotism, Psychology, Telepathy, Psychometry, Magnetism, Soul Charming, Clairvoyance, Graphology, Palmistry, Hidden Powers, etc.

THE ONLY MAGAZINE OF THE KIND PUBLISHED IN THE WHOLE WORLD. THE MOST PHENOMENAL SUCCESS OF THE 20th CENTURY. All are delighted with it, because it tells **All** how to get Occult or Psychic power and force, which make for Health, Wealth and Happiness. \$1.00 a year; single copies, 10 cents. Send 10 cents to-day for a copy of the October Number of this Mammoth **MAGAZINE OF MYSTERIES**, and **KNOW YOUR FORTUNE BY THE ZODIAC.** Address

THE MACAZINE OF MYSTERIES,
22 North William St., New York City.

PRAISED EVERY DAY

SEPT. 7TH.

I am highly pleased with your news ink because I find it good and for a very reasonable price.

PABLO CRUZ, Pub. of *El Regidor*, San Antonio, Tex.

SEPT. 9TH.

I have used about 2,000 lbs. of your news ink and find it all right.
D. T. ARMSTRONG, Pub. of *Beacon*, Great Bend, Kan.

SEPT. 10TH.

We are old customers of yours and have sent you several dollars.
LOUIS FINK & SON, Philadelphia, Pa.

SEPT. 11TH.

We use Jonson's news ink exclusively. We regard it as the best obtainable at the price and shall undoubtedly continue to give you our news orders.

EDINBORO PUBLISHING CO., Pub's of *Educational Independent*,
Edinboro, Pa.

SEPT. 12TH.

We have used your inks now for eight years. Sometimes we are induced to buy elsewhere, but are willing to come back to your goods for quality as much as price. We have never seen better book ink than your P. I. Cut for general purposes.

PARLETTE & SNYDER, Pub's of *University Herald*, Ada, Ohio.

SEPT. 13TH.

We have always found your goods satisfactory.

ORIEN L. ROARK, Pub. of *Record*, Greenville, Ky.

If I were to publish all of the testimonials which came to me unsolicited, in the eight years I have been in the ink business, I could fill a book almost as large as the directory of my own city. I don't give away souvenirs or pounds of ink for my praises, and my customers know that when my goods are not found satisfactory I cheerfully exchange them or refund the money. All I ask is a trial order. My references are the eight thousand printers who thought enough of my goods to send eighty thousand orders. Price list mailed on application. Address

PRINTERS' INK JONSON,

17 Spruce Street,

New York.

Next to the Top and Still Growing



In twelve years under the present management,

The Philadelphia Inquirer

has reached the position of the second newspaper in the country in the printing of advertisements. Advertisers first used its columns as an experiment. These experiments resulted in their becoming regular advertisers, and to-day The Inquirer is within five hundred lines of the top notch.

But the following statement of advertising in the leading newspapers during the month of August, 1901, speaks for itself:

		Lines in August 1901.	Lines in August 1900.
World	New York	454,904	405,406
INQUIRER	PHILADELPHIA	454,500	362,700
Eagle	Brooklyn, N. Y.	443,036	356,364
Tribune	Chicago	429,792	393,126
Record	Philadelphia	378,300	297,300
Examiner	San Francisco	326,900	No report
Journal	New York	316,700	290,535
Record-Herald	Chicago	310,173	230,622
Times	New York	305,176	221,986
American	Chicago	271,242	166,053
Plaindealer	Cleveland	268,800	197,575

These figures represent the total number of lines of advertising printed in the newspapers during the months of August, 1900 and 1901. Advertisers never agree upon one newspaper as a medium unless there is a reason for it. They judge by results.

The Inquirer prints more paid advertising than any other newspaper in the entire United States, outside of Greater New York.

Advertisements in The Inquirer always bring positive results. The volume of advertisements printed proves this.

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
508 Stock Exchange Building

